

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING FEBRUARY 10, 1980

## NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS				TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	DALLAS	29.9	22,810	1	DUKES OF HAZZARD	21.9	45,270
2	DUKES OF HAZZARD	29.1	22,200	2	LITTLE HOUSE-PRAIRIE	21.1	43,570
3	60 MINUTES	28.3	21,590	3	DALLAS	20.5	42,430
3	THREE'S COMPANY	28.3	21,590	4	TENSPEED AND BROWN SHOE	20.4	42,210
5	LITTLE HOUSE-PRAIRIE	27.9	21,290	5	60 MINUTES	19.7	40,770
6	M*A*S*H	26.0	19,840	6	CHIPS	19.5	40,260
7	ALICE	25.5	19,460	7	REAL PEOPLE	19.2	39,660
8	EIGHT IS ENOUGH	25.4	19,380	8	THREE'S COMPANY	18.7	38,650
9	TENSPEED AND BROWN SHOE	25.2	19,230	9	ALICE	18.2	37,630
10	REAL PEOPLE	25.0	19,080	10	EIGHT IS ENOUGH	17.9	37,070
11	JEFFERSONS	24.9	19,000	11	JEFFERSONS	17.7	36,690
12	TAXI	24.6	18,770	12	DIFFRENT STROKES	16.8	34,730
13	CHIPS	24.5	18,690	12	FANTASY ISLAND	16.8	34,730
14	FANTASY ISLAND	24.2	18,460	14	INCREDIBLE HULK	16.7	34,470
14	HOUSE CALLS	24.2	18,460	15	ARCHIE BUNKER'S PLACE	16.7	34,440

WOMEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	25.9	20,720
2	LITTLE HOUSE-PRAIRIE	25.3	20,240
3	60 MINUTES	24.0	19,220
4	THREE'S COMPANY	22.1	17,700
5	ALICE	21.4	17,140
6	JEFFERSONS	21.2	16,980
7	REAL PEOPLE	20.2	16,200
8	M*A*S*H	19.6	15,740
9	EIGHT IS ENOUGH	19.5	15,650
10	DUKES OF HAZZARD	19.4	15,550
10	HART TO HART	19.4	15,550
12	TAXI	19.2	15,420
13	ARCHIE BUNKER'S PLACE	19.2	15,400
14	DIFFRENT STROKES	18.8	15,050
15	ONE DAY AT A TIME	18.5	14,820

MEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	23.7	17,120
2	TENSPEED AND BROWN SHOE	22.0	15,860
3	ABC SUNDAY NIGHT MOVIE	21.7	15,660
4	DUKES OF HAZZARD	19.9	14,380
5	REAL PEOPLE	19.6	14,160
6	NBC MONDAY NIGHT MOVIES#	18.8	13,570
7	DALLAS	18.8	13,560
8	LITTLE HOUSE-PRAIRIE	17.5	12,580
9	CHIPS	17.0	12,270
10	THREE'S COMPANY	17.0	12,240
11	ARCHIE BUNKER'S PLACE	16.8	12,120
12	NBC TUE. NIGHT MOVIE	16.6	11,940
13	BOB HOPE USO RETROSPECTIVE(S)	16.2	11,710
14	ALICE	16.0	11,540
15	LOVE BOAT	15.9	11,490
16	M*A*S*H	15.9	11,480

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING FEBRUARY 10, 1980

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	24.3	12,120
2	THREE'S COMPANY	22.0	10,990
3	LITTLE HOUSE-PRAIRIE	21.8	10,860
4	HART TO HART	21.0	10,500
5	TENSPEED AND BROWN SHOE	20.8	10,380
6	EIGHT IS ENOUGH	20.4	10,160
7	TAXI	19.9	9,910
8	BARNEY MILLER	19.6	9,790
9	SOAP	19.5	9,730
10	MORK & MINDY	19.3	9,630
11	BENSON	19.2	9,600
12	FANTASY ISLAND	19.1	9,550
13	NBC MONDAY NIGHT MOVIES#	18.7	9,320
14	ABC SUNDAY NIGHT MOVIE	18.5	9,240
15	JEFFERSONS	18.3	9,130

### WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	39.1	9,520
2	LITTLE HOUSE-PRAIRIE	33.0	8,030
3	WALTONS	30.3	7,380
4	ALICE	29.5	7,180
5	ARCHIE BUNKER'S PLACE	28.9	7,020
6	DALLAS	27.5	6,700
7	LUCY MOVES TO NBC(S)	27.2	6,610
8	ONE DAY AT A TIME	26.1	6,350
9	JEFFERSONS	25.7	6,260
10	DIFF'RENT STROKES	24.4	5,940
11	HIGHLIGHTS-ICE FOLLIES(S)	24.0	5,830
11	REAL PEOPLE	24.0	5,830
13	LOVE BOAT	23.7	5,760
14	THREE'S COMPANY	23.5	5,710
15	BOB HOPE USO RETROSPECTIVE(S)	22.9	5,560
16	BARNABY JONES	22.8	5,540
17	M*A*S*H	22.2	5,400
18	CBS EVENING NEWS-CRONKITE	22.1	5,380

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	TENSPEED AND BROWN SHOE	26.3	12,490
2	ABC SUNDAY NIGHT MOVIE	24.9	11,840
3	NBC MONDAY NIGHT MOVIES#	23.6	11,190
4	GALACTICA 1980 PT 3(S)	19.6	9,290
5	NBC TUE. NIGHT MOVIE	19.1	9,050
6	DUKES OF HAZZARD	18.1	8,570
7	GALACTICA 1980 PT 2(S)	17.8	8,440
8	CHIPS	17.6	8,340
9	DALLAS	17.4	8,240
10	REAL PEOPLE	16.9	8,030
11	60 MINUTES	16.4	7,790
12	BARNEY MILLER	15.5	7,350
13	FANTASY ISLAND	15.0	7,130
14	MORK & MINDY	15.0	7,120
15	THREE'S COMPANY	14.8	7,030
16	WKRP IN CINCINNATI	14.7	6,990
17	SOAP	14.6	6,940

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	41.1	7,850
2	ARCHIE BUNKER'S PLACE	28.0	5,360
3	ALICE	26.6	5,090
4	LITTLE HOUSE-PRAIRIE	25.4	4,850
5	REAL PEOPLE	25.0	4,780
6	ONE DAY AT A TIME	24.6	4,710
7	DUKES OF HAZZARD	24.3	4,640
8	JEFFERSONS	24.1	4,600
9	BARNABY JONES	23.7	4,530
10	WALTONS	23.1	4,420
11	THREE'S COMPANY	22.9	4,370
12	SHERIFF LOBO	22.4	4,280
13	LOVE BOAT	22.2	4,240
14	DALLAS	21.9	4,180
15	BOB HOPE USO RETROSPECTIVE(S)	21.7	4,140
16	TAXI	20.7	3,950

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11											
													TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54			55-64	55+									
•EVENING																																			
ABC FRIDAY NIGHT MOVIE										14	192	196	A	15.6	25	1190	1748	723	341	814	311	528	482	114	213	678	332	466	409	73^166	94^	76^	162	136	
1	FRI.	9.00P	153	ABC	FF	99	98	B	15.1	25	1152	1889	786	321	877	374	576	489	114	231	617	262	415	376	79	149	161	89	234	179					
2	FRI.	9.00P	120																																
		9.00 - 9.30																																	
		9.30 - 10.00																																	
		10.00 - 10.30																																	
		10.30 - 11.00																																	
		11.00 - 11.30																																	
ABC NEWSBRIEF-M-F										104	188	188	A	18.4	27	1404	1764	724	281	798	334	522	434	102	228	609	235	381	332	101	191	178	92	179	127
1	MON.	9.28P		ABC	N	97	97	B	18.5	29	1412	1825	697	281	776	316	493	425	104	221	629	257	396	349	95	182	192	99	228	162					
1	TU-TH	9.58P																																	
	FRI.	8.58P																																	
2	M-W	9.58P																																	
2	THU.	9.57P																																	
ABC NEWSBRIEF-SAT.										21	192	191	A	23.2	37	1770	1873	734	271	821	289	484	393	114	283	641	238	371	312	100	227	153	90	258	222
	SAT.	9.58P		ABC	N	98	97	B	20.2	34	1541	1874	757	289	851	315	495	435	120	290	589	227	353	316	90	192	165	105	269	215					
ABC NEWSBRIEF-SUN.										21	193	193	A	22.7	32	1732	2133	666	305	726	333	527	472	64^145	808	424	625	489	64^136	245	126	354	268		
1	SUN.	8.58P		ABC	N	98	98	B	18.0	27	1373	2097	684	322	764	394	577	463	65	139	716	372	548	432	65	122	251	124	366	260					
2	SUN.	8.57P																																	
ABC SUNDAY NIGHT MOVIE										18	197	196	A	22.6	34	1724	1959	641	335	711	325	536	488	67^114	907	460	686	570	80	139	218	91	123	94	

SUN.	9.00P	120	ABC	FF	99	99	B 20.7	32	1579	1987	699	324	771	381	576	479	73	141	791	393	596	509	71	129	241	112	184	145
9.00 - 9.30							A 22.8	32	1740	2074	666	351	740	348	556	492	66^122		888	456	670	556	77	135	229	94	217	163
9.30 - 10.00							A 23.0	33	1755	1992	644	340	711	333	540	486	65^113		918	476	695	560	83	147	224	94	139	97
10.00 - 10.30							A 23.0	35	1755	1901	623	331	696	308	528	486	67^107		905	452	682	576	86	141	217	90	83	66^
10.30 - 11.00							A 21.7	36	1656	1844	621	310	687	309	514	478	64^108		909	455	691	588	74^131	199	82	49^	49	
ABC WORLD NEWS TONIGHT																												
M-F	6.30P	30	ABC	N	90	200	A 14.8	24	1129	1659	692	210	750	211	365	325	111	322	696	222	368	347	131	268	92	45^	121	72
					99	99	B 13.4	24	1022	1614	673	233	750	205	376	358	115	303	655	193	350	333	111	250	95	49	114	69
ABC WRLD NEWS TONIGHT-SUN																												
SUN.	6.30P	30	ABC	N	15	153	A 12.9	23	984	1877	714	260	791	286	500	386	124	254	772	286	466	426	122^244	127	47^	187	95^	
					84	85	B 8.9	16	679	1765	734	260	814	230	426	379	118	334	684	218	361	326	101	268	110	48	157	90
ALICE																												
SUN.	9.00P	30	CBS	CS	16	199	A 25.5	36	1946	1934	803	277	881	249	433	408	149	369	592	159	281	257	126	261	206	117	255	179
					99	99	B 26.0	38	1984	1838	798	285	886	246	425	399	164	390	615	167	301	285	124	262	146	85	191	134
ANGIE																												
2 MON.	8.30P	30	ABC	CS	3	195	A 14.9	21	1137	1741	544	275	716	341	477	323	60^213		519	185^	317	261	61^162^	162^	96^	344	245	
					98	98	B 16.4	23	1251	1879	693	331	808	357	541	402	119	237	569	192	344	282	97	189	192	128	310	212
ANIMALYMPICS(S)																												
1 FRI.	8.00P	30	NBC	CE		194	A 15.1	24	1152	2041	737	198^	833	284	429	365	90^343		490	204^	273	229	55^204^	184^	88^	534	385	
ARCHIE BUNKER'S PLACE																												
SUN.	8.00P	30	CBS	CS	18	201	A 24.1	34	1839	1873	765	305	837	230	365	375	182	382	659	167	300	292	157	292	145	68	232	166
					99	99	B 23.3	35	1778	1814	767	267	856	192	350	354	172	424	686	166	309	304	145	314	120	64	152	101
B.A.D. CATS																												
FRI.	8.00P	60	ABC	OP	6	196	A 15.2	24	1160	1986	682	269	774	270	451	419	115	256	739	266	457	419	108	231	166	104^	307	232
	8.00 - 8.30				99	98	B 16.0	25	1221	2011	680	294	764	286	471	392	119	233	714	277	448	411	110	207	198	95	335	245
	8.30 - 9.00						A 14.8	24	1129	1981	689	265	779	260	444	417	121	266	735	260	448	421	104^232	178	113	289	221	
							A 15.6	24	1190	1978	675	266	766	277	457	416	112	247	736	267	459	416	108	227	154	95^	322	241
B.J. AND THE BEAR																												
SAT.	9.00P	60	NBC	A	17	199	A 17.4	28	1328	2035	650	244	723	285	415	355	111	244	593	226	379	306	107	181	264	104	455	291
	9.00 - 9.30				97	97	B 16.9	29	1289	2104	670	258	756	278	459	383	103	238	705	242	437	385	114	209	240	78	403	290
	9.30 - 10.00						A 17.5	28	1335	2052	645	238	720	283	417	355	107	240	582	221	373	298	107	178	270	105	480	297
							A 17.3	28	1320	2010	652	247	726	289	416	353	119	250	597	232	384	311	107	181	255	101	432	281



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1ST FEB. 1980 REPORT

PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																														
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES											TEENS (12-17)					CHILDREN (2-11)																
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	12-17	18-24	25-34	35-44	TOTAL	6-11														
EVENING CONT'D																																														
BARNABY JONES																																														
	THU.	9.00P	60	CBS	PD	6	178	182	A 17.9	27	1366	1635	687	253	798	164	321	337	191	405	617	134	223	236	162	332	90	38A	130	70A																
		9.00 - 9.30							B 18.3	28	1396	1736	759	245	872	224	391	361	174	414	611	149	259	250	142	295	97	49	156	93																
		9.30 - 10.00							A 17.1	25	1305	1633	687	248	796	159	312	330	191	415	622	136	221	237	168	338	83A	36A	132	68A																
									A 18.6	28	1419	1639	693	257	803	169	330	342	192	400	611	129	219	235	160	329	96	38A	129	70A																
BARNEY MILLER																																														
	THU.	9.00P	30	ABC	CS	17	193	188	A 22.9	34	1747	1820	730	287	797	366	561	452	81	192	608	256	420	368	78	142	221	113	194	140																
									B 21.5	33	1640	1787	704	291	779	336	512	441	97	208	615	272	406	354	88	168	197	101	196	144																
BECAUSE WE CARE(S)																																														
	2 TUE.	9.00P	120	CBS	GV		182		A 15.5	23	1183	1534	787	331	856	276	420	360	169A	384	497	144A	227	239	141A	221	108A	62A	73A	52V																
		9.00 - 9.30							A 15.7	23	1198	1564	770	303	834	280	418	361	161A	371	485	146A	222	237	128A	212	117A	69A	128A	76A																
		9.30 - 10.00							A 16.7	25	1274	1532	793	329	860	281	409	331	182A	394	464	117A	192	204	141A	223	110A	63A	94A	72A																
		10.00 - 10.30							A 15.3	24	1167	1516	775	353	846	272	422	367	156A	373	526	163A	254	261	151A	226	104A	61A	40V	31V																
		10.30 - 11.00							A 14.4	23	1099	1492	804	341	873	268	420	378	177A	397	503	154A	242	258	141A	213A	97A	56V	19V	19V																
BENSON																																														
	THU.	8.30P	30	ABC	CS	19	197	198	A 22.1	32	1686	1951	727	315	814	398	568	437	96	201	590	254	395	336	85	154	224	121	323	230																
									B 21.1	33	1610	1926	721	299	799	331	524	448	104	216	605	251	388	343	81	167	218	120	304	213																
BEST-SATURDAY NIGHT LIVE																																														
	WED.	10.00P	60	NBC	GV	12	199	199	A 14.1	23	1076	1798	637	297	694	347	476	378	84A	171	690	386	527	390	79A	135	292	107A	122	104A																
		10.00 - 10.30							B 14.6	24	1114	1694	602	277	697	356	515	413	67	138	642	370	507	405	56	100	257	100	98	86																
		10.30 - 11.00							A 15.4	24	1175	1831	644	304	710	347	476	372	86A	185	685	381	518	386	75A	134	303	109	133	111																
									A 12.8	22	977	1741	628	287	674	347	476	379	84A	155	689	390	533	392	85A	135	272	101A	106A	95A																
BOB HOPE USO RETROSPECTIVE(S)																																														
							205		A 20.5	30	1564	2004	859	261	921	246	451	469	168	354	747	256	407	381	140A	264	192	81A	144A	106A																
1 SUN. 8.00P 180 NBC CV 99																																														
		8.00 - 8.30							A 18.5	26	1412	2145	850	267	931	266	470	463	152A	356	821	289	455	434	137A	291	155A	67A	238	167A																
		8.30 - 9.00							A 20.2	29	1541	2169	882	273	953	250	473	484	139A	369	848	293	475	457	148A	287	154A	76A	214	158																
		9.00 - 9.30							A 21.4	30	1633	2038	868	265	926	282	471	460	167	337	752	265	411	371	134A	271	210	100A	150	108A																
		9.30 - 10.00							A 22.2	32	1694	1944	863	288	915	248	427	459	190	361	712	251	373	354	134A	249	213	100A	104A	75A																
		10.00 - 10.30							A 21.4	33	1633	1903	847	250	902	218	430	473	177	351	690	226	365	350	143A	249	216	79A	95A	78A																
		10.30 - 11.00							A 19.2	32	1465	1840	858	222	912	224	434	475	169	356	676	225	370	324	138A	245	181	54A	71A	60A																
BOB HOPE USO RETROSPECTIVE(S)																																														
	2 SUN.	8.00P	180	NBC	CV		203		A 17.2	25	1312	2056	813	284	929	314	532	455	160A	339	765	269	452	436	113A	230	196	81A	166A	117A																
		8.00 - 8.30							A 16.9	24	1289	2237	787	300	946	392	600	452	134A	297	727	295	456	414	103A	206	209	101A	355	183A																
		8.30 - 9.00							A 18.1	25	1381	2293	832	348	968	379	603	472	152A	312	811	323	504	459	121A	231	216	101A	298	197																
		9.00 - 9.30							A 17.6	24	1343	2139	818	281	946	321	554	468	158A	330	809	268	463	451	131A	246	254	103A	130A	117A																
		9.30 - 10.00							A 17.5	25	1335	2057	812	252	917	284	493	440	175A	364	819	282	490	465	119A	247	227	83A	94A	78A																
		10.00 - 10.30							A 17.0	26	1297	1844	834	270	903	254	477	461	175A	367	726	225	411	424	102A	229	149A	47A	66A	66A																
		10.30 - 11.00							A 16.1	26	1228	1721	792	244	880	248	453	425	167A	367	674	203	375	392	102A	217	119A	45V	48V	48V																
BOY WHO DRANK TOO MUCH(S)																																														
	2 WED.	9.00P	120	CBS	GD		180		A 19.8	31	1511	1707	686	331	789	306	495	393	145A	246	522	180	285	267	102A	179	214	149A	182	153A																
		9.00 - 9.30							A 18.3	27	1396	1779	700	318	811	309	512	406	141A	251	543	184	283	257	108A	199	221	152A	204	167A																
		9.30 - 10.00							A 20.1	30	1534	1754	682	332	775	310	498	396	132A	232	540	180	285	267	112A																					

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1980 REPORT

PROGRAM NAME				T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					MEN					TEENS (12-17)	CHILDREN (2-11)						
												TOTAL	18- 34	18- 49	25- 54	55- 64	55+ 65+	TOTAL	18- 34	18- 49	25- 54	55- 64	55+ 65+	TOTAL FEM.	TOTAL 6-11				
EVENING CONT'D																													
CARRIE(S)-CONT'D																													
1	TUE.	9.00P	120	CBS	FF	91																							
		9.00 - 9.30						A 14.5	21	1106	1828	706	342	786	307	477	459	86^201^	596	201^	267	292	84^229	231	136^	215^	182^		
		9.30 - 10.00						A 15.8	23	1206	1863	711	345	783	322	499	451	84^194^	605	231	290	285	69^210	276	155^	199^	167^		
		10.00 - 10.30						A 16.5	25	1259	1789	742	326	812	319	515	467	90^202	517	175^	243	230	49^203	307	181^	153^	141^		
		10.30 - 11.00						A 16.2	26	1236	1758	738	326	810	329	515	463	88^198	494	185^	234	209	37^197	310	178^	144^	144^		
CBS EVENING NEWS-CRONKITE																													
	M-F	6.30P	30	CBS	N	99	99	A 16.8	28	1282	1582	705	219	781	155	286	322	163	421	631	139	275	288	137	302	98	45^	72	49
								B 15.6	28	1190	1610	701	214	774	157	291	314	164	412	639	148	282	296	132	298	91	38	106	66
CBS EVENING NEWS-DEAN(B)																													
1	SUN.	6.30P	30	CBS	N	55		A 6.1	10	465	2054	883	161^	941	132^	337^394^	177^530		884	120^	469^458^	220^389^		82^	23^	147^	73^		
CBS EVENING NEWS-DEAN																													
2	SUN.	6.30P	30	CBS	N	89		A 8.4	14	641	1752	718	269^	755	144^	345^362^	112^368^		721	96^	273^314^	182^364^		206^	25^	70^	42^		
								B 9.2	16	702	1620	694	222	760	166	334	327	158	368	670	169	331	318	131	277	97	39	93	51
CBS REPORTS(S)																													
2	WED.	8.00P	60	CBS	DN	91		A 13.8	21	1053	1695	663	232	775	251	459	401	128^267	542	124^	293	288	131^205^	202^109^	176^	128^			
		8.00 - 8.30						A 13.9	21	1061	1643	656	218^	748	212^	441	405	122^265	535	118^	299	277	123^202^	191^120^	169^	126^			
		8.30 - 9.00						A 13.8	20	1053	1722	660	245	792	286	472	389	133^267	542	127^	282	294	136^208^	209^	95^	179^	130^		
CBS SAT. NEWS-SCHIEFFER																													
	SAT.	6.30P	30	CBS	N	77	84	A 10.9	21	832	1617	592	191	674	98^	244	240	156	391	700	155	334	333	178	319	116^	43^	127^	93^
								B 11.0	22	839	1615	702	238	777	165	330	323	146	396	644	141	284	308	128	297	81	44	113	77
CBS SATURDAY NIGHT MOVIE																													
						6	167	164	A 14.5	24	1106	1794	740	313	798	258	511	490	127	206	780	276	502	443	103^221	116	76^	100^	91^
SAT. 9.00P 120 CBS FF 94 94																													
		9.00 - 9.30						B 14.0	23	1068	1871	811	303	868	318	565	494	124	245	728	264	485	428	88	191	120	64	155	121
		9.30 - 10.00						A 13.8	22	1053	1811	761	282	826	263	514	486	130	237	768	247	477	421	106^243	125	82^	92^	83^	
		10.00 - 10.30						A 13.9	22	1061	1779	726	303	794	269	516	493	123	203	765	263	492	441	101^219	123	75^	97^	85^	
		10.30 - 11.00						A 14.7	24	1122	1778	735	329	783	253	505	495	124	192	787	291	512	463	96^209	105^	73^	103^	96^	
								A 15.5	26	1183	1801	747	333	799	254	511	494	124	194	796	305	522	447	103^207	100^	71^	106	100^	
CBS WEDNESDAY NIGHT MOVIE																													
1	WED.	9.00P	120	CBS	FF	97		A 15.6	24	1190	1580	817	264	871	305	500	481	162^288	577	243	365	328	89^182^	71^	49^	61^	53^		
		9.00 - 9.30						B 17.1	27	1305	1682	772	295	848	283	502	471	134	277	634	220	380	353	98	194	115	59	85	62
		9.30 - 10.00						A 14.7	21	1122	1647	816	285	852	284	470	473	158^295	627	293	411	359	92^189^	63^	48^	105^	93^		
		10.00 - 10.30						A 15.5	23	1183	1637	829	278	879	314	504	498	162^287	609	250	370	350	113^200^	73^	55^	76^	63^		
		10.30 - 11.00						A 16.0	25	1221	1551	804	273	884	320	527	493	149^278	549	217	343	312	74^172^	72^	47^	46^	37^		
								A 16.2	27	1236	1477	815	216	857	297	491	459	177^291	521	211	334	295	77^164^	74^	46^	25^	25^		
CHARLIE'S ANGELS																													
	WED.	9.00P	60	ABC	PD	99	98	A 21.3	32	1625	1820	756	326	830	339	537	448	100	236	617	213	357	309	110	217	177	93	196	141
		9.00 - 9.30						B 22.7	35	1732	1832	715	289	808	321	502	425	111	236	601	235	356	295	103	194	207	125	216	159
		9.30 - 10.00						A 21.2	31	1618	1842	756	328	827	352	542	448	94	230	607	206	353	308	110	213	187	96	221	160
								A 21.4	32	1633	1792	757	324	832	324	532	448	103	241	623	216	358	308	109	220	167	90	170	121
CHIPS																													
	SAT.	8.00P	60	NBC	OP	98	98	A 24.5	40	1869	2154	668	268	749	299	467	407	80	224	657	250	446	375	101	177	262	117	486	284
		8.00 - 8.30						B 22.0	38	1679	2121	721	285	821	301	496	426	104	257	664	235	403	363	104	202	219	92	417	277
		8.30 - 9.00						A 23.9	40	1824	2119	675	270	752	305	466	407	78	229	642	241	428	367	101	178	249	111	476	277
								A 25.2	41	1923	2173	663	263	745	296	465	406	76	219	667	259	461	380	102	174	266	120	495	289
CHISHOLMS																													
	SAT.	8.00P	60	CBS	GD	98	97	A 14.2	23	1083	1918	824	249	896	242	453	391	190	382	732	180	335	330	169	322	108^	71^	182	111^
		8.00 - 8.30						B 14.1	23	1076	1905	831	249	884	204	418	396	198	402	732	158	337	343	154	324	107	44	182	125
		8.30 - 9.00						A 14.3	24	1091	1879	816	246	889	239	436	374	192	393	708	167	313	310	175	327	104^	66^	178	103^
								A 14.1	23	1076	1946	827	247	899	246	469	409	186	367	75									



PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION														
																	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)					
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11				
EVENING CONT'D																															
DALLAS-CONT'D																															
10.00 - 10.30																		A 29.7	46	2266	1867	803 282	900 338	523 461	136 295	590 224	351 327	88 187	148 90	229 168	
10.30 - 11.00																		A 30.1	48	2297	1844	814 298	914 344	538 465	134 291	597 236	370 332	92 179	149 95	184 134	
DIFFERENT STROKES																		A 23.6	35	1801	1928	748 275	837 239	437 393	129 330	590 227	347 301	108 193	232 99	269 185	
WED. 9.00P 30 NBC CS																		B 20.1	30	1534	1816	705 258	783 244	434 385	115 289	599 231	376 334	98 181	207 82	227 167	
DISNEY'S WONDERFUL WORLD																		A 16.8	25	1282	2356	652 235	759 359	495 401	115 195	632 238	405 349	68 184	219 99	746 466	
SUN. 7.00P 60 NBC FV																		B 17.0	27	1297	2381	700 253	776 350	526 448	86 193	719 309	502 435	84 158	244 96	642 414	
7.00 - 7.30																		A 16.0	24	1221	2281	633 227	737 340	472 388	118 201	623 233	397 340	71 185	210 92	711 442	
7.30 - 8.00																		A 17.5	25	1335	2430	671 242	780 377	520 410	115 192	637 243	411 360	65 180	229 107	784 488	
DUKES OF HAZZARD																		A 29.1	44	2220	2039	626 216	702 255	410 384	97 214	646 191	385 375	112 208	192 90	499 350	
FRI. 9.00P 60 CBS CS																		B 23.8	39	1816	2114	684 238	761 277	465 406	114 238	653 211	404 372	112 194	214 91	486 336	
9.00 - 9.30																		A 28.2	43	2152	2063	622 216	700 254	409 384	95 213	649 198	385 371	113 210	188 89	526 356	
9.30 - 10.00																		A 29.9	45	2281	2015	629 214	701 254	409 385	99 213	647 190	387 376	115 210	194 91	473 346	
EIGHT IS ENOUGH																		A 25.4	37	1938	1913	686 259	809 338	526 431	101 233	434 168	270 211	75 143	255 148	415 300	
WED. 8.00P 60 ABC CS																		B 24.2	38	1846	1939	727 276	836 337	523 423	108 254	477 182	291 241	75 149	235 150	391 269	
8.00 - 8.30																		A 24.3	36	1854	1892	683 258	804 327	516 431	104 235	417 159	256 203	75 140	248 141	423 302	
8.30 - 9.00																		A 26.5	38	2022	1923	687 259	810 346	531 429	98 231	444 177	282 214	75 144	262 154	407 296	
ELVIS REMEMBERED(S)																		A 12.7	20	969	1544	750 331	797 219	425 414	160 326	544 114	312 307	150 189	122 53	81 81	
2 FRI. 10.00P 60 NBC DO																															





FOR EXPLANATION OF SYMBOLS, SEE PAGE A



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
															TOTAL	18-34	WOMEN 18-49		25-54	55-64	55+	TOTAL	18-34	MEN 18-49		25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
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## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1980 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																			
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	TYPE	PROG. WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)	CHILDREN (2-11)					
													TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11			
EVENING CONT'D																													
SOAP																													
THU. 9.30P 30 ABC CS 16 192 189																		A 21.4 32 1633		1812 723 283		787 415 596 473 73^149		582 280 426 360 71^116		264 127 179 128			
B 20.8 32 1587																		1799 703 306		774 380 556 466 79 162		631 322 451 378 73 138		227 119 167 122					
STONE																													
1 MON. 9.30P 60 ABC OP 4 187 193																		A 12.6 18 961		1802 757 306		818 342 526 449 79^236		679 232 412 345 100^214		165 37^ 140 72^			
2 MON. 9.00P 60																		B 14.4 21 1099		1795 766 317		842 347 539 454 102 242		641 226 380 329 118 212		171 65 141 89			
9.00 - 9.30																		A 10.5 14 801		1956 750 310		850 420 600 472 53^238^		671 217^ 397 311 96^229^		236^ 42^ 199^ 105^			
9.30 - 10.00																		A 12.7 18 969		1804 733 300		795 337 525 436 67^222		679 228 401 334 106^224		174 46^ 156 84^			
10.00 - 10.30																		A 14.6 23 1114		1637 776 302		802 278 455 445 119^247		676 254 435 378 95^187^		94^ 17^ 65^ 24^			
TAXI																													
TUE. 9.30P 30 ABC CS 20 195 202																		A 24.6 36 1877		1759 742 304		822 326 528 431 111 243		579 202 341 307 97 210		174 88 184 137			
B 23.9 37 1824																		1795 730 302		818 352 538 451 104 220		593 255 379 334 86 169		198 103 186 143					
TENSPEED AND BROWN SHOE																													
SUN. 8.00P 60 ABC PD 3 198 198																		A 25.2 35 1923		2195 664 316		731 336 540 472 59^138		825 430 649 492 64^136		262 130 377 287			
8.00 - 8.30																		B 25.3 36 1930		2181 744 347		816 371 585 515 74 166		800 375 597 486 70 144		258 129 307 237			
8.30 - 9.00																		A 24.9 35 1900		2192 664 313		730 337 543 468 61^136		824 435 653 490 66 132		262 132 382 290			
A 25.5 36 1946																		2186 665 316		730 333 536 474 59^142		822 424 645 492 63^138		261 127 373 284					
THREE'S COMPANY																													
TUE. 9.00P 30 ABC CS 20 197 204																		A 28.3 41 2159		1790 744 282		820 294 509 419 113 265		567 180 325 296 84 202		178 97 225 173			
B 27.4 42 2091																		1881 730 285		815 331 514 431 107 239		572 232 352 312 85 171		216 115 278 206					
TRAPPER JOHN, M.D.																													
SUN. 10.00P 60 CBS GD 16 200 198																		A 20.5 32 1564		1741 784 271		881 280 465 426 150 326		599 221 319 245 115 232		157 77^ 104 69^			
10.00 - 10.30																		B 21.7 37 1656		1714 785 292		876 276 472 434 150 330		623 204 331 297 123 235		137 72 78 56			
A 21.0 32 1602																		1734 774 271		868 275 450 413 151 331		588 222 312 238 116 229		159 79 119 72^					
10.30 - 11.00																													
20/20																													
THU. 10.00P 60 ABC DN 17 194 193																		A 19.7 32 1503		1638 710 228		883 278 472 436 147 318		607 221 325 249 112 233		153 77^ 86 63^			
10.00 - 10.30																		B 18.2 31 1389		1657 721 263		770 293 498 435 110 230		669 252 423 407 114 195		123 53^ 76^ 58^			
10.30 - 11.00																		A 20.8 33 1587		1660 709 233		779 327 517 472 98 197		684 305 469 416 90 169		123 58 71 51			
A 18.7 32 1427																		1596 703 218		774 306 512 440 99 219		667 257 418 405 111 193		135 60^ 84 64^					
VEGAS																													
WED. 10.00P 60 ABC PD 16 200 199																		A 21.7 36 1656		1697 757 275		883 278 504 448 108 252		646 226 392 319 112 217		139 79 78 62^			
10.00 - 10.30																		B 20.6 35 1572		1708 743 289		833 304 502 446 116 251		642 247 380 311 104 212		150 81 83 59			
10.30 - 11.00																		A 21.7 34 1656		1681 758 266		831 272 496 449 107 254		637 222 390 313 109 215		136 76 77 63^			
A 21.7 37 1656																		1705 755 282		835 283 509 450 106 247		653 227 394 322 116 220		139 81 78 64^					
WALTONS																													
THU. 8.00P 60 CBS GD 18 175 191																		A 19.8 29 1511		1747 812 246		924 198 348 376 215 487		556 118 189 229 134 293		98 51^ 169 101			
8.00 - 8.30																		B 18.5 29 1412		1780 825 235		935 219 372 367 183 479		568 128 228 228 124 288		96 50 181 112			
8.30 - 9.00																		A 19.3 29 1473		1728 805 235		909 172 321 368 214 500		558 111 181 230 140 299		99 51^ 162 96			
A 20.4 29 1557																		1748 814 254		932 217 372 382 212 473		545 119 190 229 126 285		97 51^ 172 104					
WHITE SHADOW																													
TUE. 8.00P 60 CBS GD 7 184 186																		A 17.6 26 1343		1952 727 331		828 332 514 451 143 254		576 240 352 306 96 170		275 133 273 177			
8.00 - 8.30																		B 17.1 26 1305		1917 733 322		838 334 507 420 142 268		585 247 359 301 92 184		234 94 260 164			
8.30 - 9.00																		A 16.3 24 1244		1932 732 332		833 325 500 448 155 269		572 234 342 301 101 176		261 126 266 158			
A 18.9 28 1442																		1961 717 326		817 335 519 451 132 239		576 245 356 308 94 165		290 140 278 190					
WKRP IN CINCINNATI																													
MON. 8.00P 30 CBS CS 7 201 201																		A 20.6 29 1572		1873 666 273		716 292 444 415 96 186		671 290 444 373 92 171		236 92 250 176			
B 20.2 30 1541																		1965 689 313		754 303 475 434 92 196		656 269 442 393 87 159		225 89 330 225					
LATE FRINGE																													
BC SPEC REPORT:IRAN-MON(S) 186																		A 8.0 23 610		1328 731 207^		731 208^ 441 432 71^211^		577 206^ 366^373^ 64^163^		20^ LT LT LT			
1 MON. 11.30P 18 ABC N 97																		A 10.7 32 816		1509 813 257^		813 329 516 509 113^164^		647 267^ 457 323 95^143^		49^ 43^ LT LT			
BC SPEC REPORT:IRAN-TUE(S) 187																													
CONT'D																													



FOR EXPLANATION OF SYMBOLS, SEE PAGE A

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)				
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11			
LATE FRINGE CONT'D																														
CBS NEWS SPECIAL R-CONT'D																														
1	TUE.	11.30P	36	CBS N		97		A	8.9	26	679	1499	701	189^	716	218^	405	369	87^	273^	783	221^	389	342^	183^	332^	LT	LT	LT	LT
11.30 - 12.00																														
CBS NEWS SPECIAL RPT-WED.(S)																														
1	WED.	11.30P	30	CBS N		96		A	8.2	24	626	1565	677	174^	695	167^	374^	407	101^	255^	815	254^	440	430	161^	308^	55^	10^	LT	LT
CBS NEWS SPECIAL RPT-THU.(S)																														
1	THU.	11.30P	30	CBS N		97		A	8.7	26	664	1514	596	172^	620	175^	329^	394	101^	194^	659	159^	341^	344^	168^	283^	175^	53^	60^	60^
CBS NEWS SPECIAL RPT-FRI.(S)																														
1	FRI.	11.30P	30	CBS N		96		A	13.0	31	992	1735	751	219^	859	291	522	489	78^	224^	658	198^	335	345	146^	250	130^	44^	88^	58^
CBS SUNDAY NEWS-BRADLEY																														
	SUN.	11.00P	15	CBS N		127	127	A	8.4	17	641	1523	667	251	769	219	410	379	136^	276	635	183^	295	250	140^	306	57^	22^	62^	62^
						75	75	B	8.7	19	664	1577	698	255	778	213	407	390	167	301	659	201	345	322	137	260	84	38	56	41
CHARLIE'S ANGELS-11.30																														
1	FRI.	12.24A	68	ABC PD		94	93	A	6.3	22	481	1464	696	228^	724	284	511	512	75^	107^	431	251^	322	233^	39^	84^	208^	115^	101^	81^
2	FRI.	11.46P	68					B	6.9	23	526	1493	662	264	724	336	524	430	68	122	540	260	400	308	57	101	165	114	64	59
12.00 - 12.30																														
12.30 - 1.00																														
1.00 - 1.30																														
LATE MOVIE I																														
1	MON.	12.06A	71	CBS FF		90	90	A	6.1	23	465	1559	711	337	806	357	578	483	90^	170	614	238	419	311	115^	160	91^	52^	48^	37^
								B	6.8	25	519	1451	679	286	756	293	520	477	95	167	560	216	365	296	100	154	98	48	37	31
1 TUE. 12.06A 72																														
1 WED. 12.00M 62																														
1 THU. 12.00M 75																														
1 FRI. 12.00M 73																														
2 M & TU 11.30P 72																														
2 WED. 11.30P 65																														
2 THU. 11.30P 70																														
2 FRI. 11.30P 73																														
11.30 - 12.00																														
12.00 - 12.30																														
12.30 - 1.00																														
LATE MOVIE II																														
1	MON.	1.17A	45	CBS FF		90	90	A	3.8	24	290	1431	658	376	761	372	587	465	66^	117^	534	220	359	269	128^	148^	101^	62^	35^	35^
1	TUE.	1.18A	44					B	4.5	27	343	1349	616	285	690	291	497	454	73	120	522	218	361	283	98	131	108	59	29	24
1 WED. 1.10A 40																														
1 THU. 1.15A 42																														
1 FRI. 1.13A 42																														
2 MON. 12.42A 41																														
2 TUE. 12.42A 45																														
2 WED. 12.35A 43																														
2 THU. 12.45A 39																														
2 FRI. 12.43A 39																														
12.30 - 1.00																														
1.00 - 1.30																														
1.30 - 2.00																														
LOVE BOAT-11.30																														
1	WED.	11.47P	68	ABC CS		96	96	A	7.5	31	572	1444	763	486	869	352	589	579	48^	133^	522	300	395	273	61^	82^	53^	31^	LT	LT
								B	6.4	28	488	1277	642	257	733	304	475	432	62	151	433	190	287	220	66	115	89	52	22	19
CONT'D																														



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1980 REPORT

PROGRAM NAME				T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. % %	AVG. SHARE % (0,000)	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
										TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
												TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL FEM.	TOTAL M.
LATE FRINGE CONT'D																									
LOVE BOAT-11.30-CONT'D																									
2	WED.	11.45P	69																						
		12.00 - 12.30						A	7.8 32	595	1455	753 481	858 342	587 581	49v132^			536 328	426 300	55^ 71^	61^ 30v		LT	LT	
		12.30 - 1.00						A	7.0 36	534	1373	793 558	900 366	622 619	35v116^			451 248	339 221^	45v 53v	22v 22v		LT	LT	
MIDNIGHT SPECIAL																									
	FRI.	1.00A	90	NBC	PC	98	97	A	4.5 26	343	1210	510 342^	586 292^	505 385	33v 38v			473 298^	391 263^	24v 44v	151^ 96^		LT	LT	
		1.00 - 1.30						B	3.9 24	298	1209	505 249	602 301	458 357	73 97			447 234	354 237	57 70	146 56		LT	LT	
		1.30 - 2.00						A	5.3 25	404	1322	568 349	650 279^	505 431	57v 74v			450 269^	375 252^	32v 50v	222^154^		LT	LT	
		2.00 - 2.30						A	4.4 26	336	1152	465 340^	548 292^	485 369	18v 18v			456 327^	393 263^	15v 29v	148^ 83v		LT	LT	
								A	3.8 29	290	1100	482 324^	530 304^	517 328^	LT LT			510 299^	403^269^	24v 48v	60v 31v		LT	LT	
NBC LATE NIGHT MOVIE																									
1	SUN.	11.30P	71	NBC	FF	57	56	A	2.2 8	168	1768	870 197^	870 345^	543^483^	191^226^			733 221^	560^477^	78v173v	165v124v		LT	LT	
2	SUN.	11.30P	49					B	2.6 11	198	1045	400 110	473 208	284 228	107 148			451 177	324 264	56 107	111 40		LT	LT	
		11.30 - 12.00						A	2.5 8	191	2021	907 178^	907 331^	545^536^	192^240^			943 283^	780 623^	52v163v	171^114v		LT	LT	
		12.00 - 12.30						A	2.2 9	168	1208^	756^131v	756^411^	596^334v	160v160v			250v107v	107v107v	143v143v	202v178v		LT	LT	
POLICE STORY																									
1	MON.	12.23A	60	ABC	OP	94	95	A	4.1 24	313	1176	706 135^	710 237^	464 483	83v167^			466 172^	281^278^	67v115^	LT LT		LT	LT	
2	MON.	12.24A	60					B	3.8 22	290	1083	567 163	614 249	423 424	66 118			448 202	285 226	59 97	21 18		LT	LT	
		12.30 - 1.00						A	4.2 22	320	1231	786 177^	793 250^	547 578	85v162^			438 154^	269^274^	69v107^	LT LT		LT	LT	
		1.00 - 1.30						A	3.8 28	290	1100	572 79v	572 196^	314^337^	86v176^			528 201^	296^286^	69v141^	LT LT		LT	LT	
POLICE WOMAN																									
						17	176 177	A	4.8 21	366	1243	605 222^	624 310^	447 347	43v131^			560 183^	319^341	148^181^	59v 40v		LT	LT	
1 THU. 12.04A 68 ABC OP 96 95																									
2	THU.	11.45P	68					B	5.1 22	389	1242	567 214	611 246	408 367	59 136			534 228	330 304	62 140	51 30		LT	LT	
		12.00 - 12.30						A	4.9 19	374	1262	624 225^	645 311^	457 383	34v131^			580 192^	356 390	136^166^	37v 37v		LT	LT	
		12.30 - 1.00						A	4.7 23	359	1201	567 190^	570 302^	424 311^	42v116^			544 171^	293^304^	176^198^	87^ 41v		LT	LT	
SATURDAY NIGHT																									
1	SAT.	11.30P	79	NBC	GV	99	99	A	13.4 35	1022	1675	535 250	578 284	444 367	65^106^			649 386	541 405	52^ 80^	304 108^	144 123			
2	SAT.	11.30P	81					B	14.6 40	1114	1666	540 260	623 348	502 392	48 83			640 401	540 405	41 65	304 127	99 89			
		11.30 - 12.00						A	14.9 34	1137	1722	579 267	618 289	444 384	78^133			660 357	515 407	57^110	293 111	151 130			
		12.00 - 12.30						A	13.2 35	1007	1659	500 223	536 274	425 335	60^ 93^			661 418	574 409	54^ 64^	317 113^	145 124			
		12.30 - 1.00						A	12.3 36	938	1840	567 329	651 318	543 464	46v 75^			682 476	590 432	31v 42v	371 89^	136^ 103^			
TOMORROW SHOW																									
1	M-TH	1.00A	46	NBC	CC	98	98	A	2.9 22	221	1231	652 190^	670 154^	316 407	127^222^			502 171^	338 280	59v127^	41v LT		LT	LT	
2	MTUW	1.00A	45					B	2.9 21	221	1101	581 189	629 158	328 355	107 213			425 152	301 240	55 97	42 LT		LT	LT	
2	WED.	1.23A	45					A	3.3 22	252	1234	647 182^	675 162^	329 389	139^227^			484 167^	314 278	48v127^	47v LT		28v	28v	
		1.00 - 1.30						A	2.3 20	175	874^	628^171v	628^160v	240v411^	97v211v			246v LT	155v155v	91v 91v	LT LT		LT	LT	
		1.30 - 2.00																							
TONIGHT SHOW																									
1	M & TH	11.30P	75	NBC	GV	99	99	A	8.2 29	626	1407	741 284	793 267	442 403	112 271			499 199	307 269	80^152	85^ 50^	30^ 28^			
1	TUE.	11.30P	78					B	7.5 27	572	1342	679 241	744 240	412 388	120 251			506 208	328 278	77 137	75 34	17 14			
1	WED.	11.30P	77																						
1	FRI.	11.30P	80																						
2	M & TH	11.30P	78																						
2	TUE.	11.30P	76																						
2	WED.	11.53P	77																						
2	FRI.	11.30P	82																						
		11.30 - 12.00						A	9.7 27	740	1497	778 291	828 288	463 419	113 274			529 205	309 290	84 162	93 54^	47^ 41^			
		12.00 - 12.30						A	8.1 30	618	1362	727 273	775 256	425 386	115 276			482 192	298 258	79^151	81^ 48^	24v 24v			
		12.30 - 1.00						A	6.9 29	526	1382	688 311	741 270	465 440	106^214			508 198	350 270	85^145	120 83^	13v 13v			

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1980 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																						
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
WK #	DAY	START TIME	DUR	NET	TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11							
							WK 1	WK 2		AVG. AUD. %	AVG. SHARE % (0,000)			18- 34	18- 49	25- 54	55- 64	55+ 65+	18- 34	18- 49	25- 54	55- 64	55+ 65+									
LATE FRINGE CONT'D																																
TUESDAY MOVIE-WEEK-PART 1						6	176	180		A	5.9	25	450	1244	575	196	622	293	466	438	31v	60v	620	313	509	320	42v	83v	LT	LT	LT	LT
1 TUE. 12.03A 55 ABC FF							96	96		B	5.9	23	450	1333	558	174	630	338	473	390	30	86	647	357	494	299	71	126	56	22	LT	LT
2 TUE. 11.51P 71																																
12.00 - 12.30										A	6.1	24	465	1249	591	193	632	303	481	441	30v	67v	617	331	509	292	39v	82v	LT	LT	LT	LT
12.30 - 1.00										A	5.7	28	435	1214	573	212	621	289	462	442	34v	46v	593	280	489	334	41v	71v	LT	LT	LT	LT
TUESDAY MOVIE-WEEK-PART 2						3		179		A	4.9	31	374	1230	374	273	497	310	320	393	LT	LT	733	358	700	537	33v	33v	LT	LT	LT	LT
2 TUE. 1.02A 14 ABC FF							95			B	5.3	32	404	1464	452	126	522	344	452	273	11	27	831	521	711	440	42	62	111	27	LT	LT
WEEKDAY DAYTIME																																
ABC DAYTIME NEWSBRIEF-M-F						78	172	172		A	9.1	28	694	1212	760	166	862	446	629	494	82	173	191	70	90	79	12v	82v	101	77	58	12v
M-F 1.57P 2 ABC N							93	93		B	8.7	29	664	1277	802	202	908	476	650	499	69	183	200	92	121	94	10	61	90	67	79	31
ALL MY CHILDREN						89	193	195		A	9.7	31	740	1228	768	160	862	437	637	494	76	173	186	70	91	79	13v	78v	104	84	76	29
M-F 1.00P 60 ABC DD							98	98		B	9.0	31	687	1291	811	199	906	471	653	491	71	182	207	95	125	99	11	65	89	72	89	38
1.00 - 1.30										A	9.3	30	710	1221	772	153	854	431	638	487	73	169	183	70	93	80	17v	75v	106	85	78	31
1.30 - 2.00										A	10.1	32	771	1228	760	164	863	443	634	498	78	173	191	70	89	79	11v	81	101	82	73	25
ALL STAR BEAT THE CLOCK						78	144			A	3.6	16	275	1280	606	142	730	181	436	441	76	213	263	45	103	113	80	142	47v	47v	240	76v
1 M-F 10.00A 30 CBS QG							84			B	2.9	15	221	1311	612	114	725	275	431	386	100	224	262	69	110	88	77	137	49	27	275	115
ANOTHER WORLD						86	205	204		A	7.6	23	580	1328	834	180	955	346	516	480	121	317	218	24v	52	85	47	128	64	48	91	51
M-F 2.30P 90 NBC DD							98	98		B	6.9	23	526	1275	784	159	914	305	499	449	112	334	209	46	77	75	41	112	77	68	75	42
2.30 - 3.00										A	7.2	23	549	1317	855	154	960	357	519	488	114	323	231	27v	50	84	55	141	49	40	77	36
3.00 - 3.30										A	7.6	23	580	1322	846	189	979	361	527	492	124	316	198	22v	50	82	39	111	62	49	83	47
3.30 - 4.00										A	7.9	23	603	1350	821	201	942	323	514	470	123	314	223	26v	55	84	46	131	71	53	114	71
AS THE WORLD TURNS						83	191			A	9.0	28	687	1348	921	168	1013	169	430	447	165	498	254	43v	145	132	26v	99	40v	34v	41v	16v
1 M-F 1.30P 60 CBS DD							99			B	7.9	28	603	1296	855	172	968	195	432	431	155	459	240	50	111	97	34	117	37	25	51	20
1.30 - 2.00										A	8.6	27	656	1352	920	179	1012	174	417	428	165	514	259	43v	133	129	37v	111	38v	32v	43v	14v
2.00 - 2.30										A	9.4	30	717	1329	913	154	1004	157	433	460	164	483	242	39v	149	134	17v	86	46	38v	37v	17v
AS THE WORLD TURNS						5	192			A	8.9	29	679	1239	842	190	884	156	396	419	164	411	226	45v	73	85	39v	130	58	38v	71	30v
2 M-F 2.00P 60 CBS DD							99			B	8.9	29	679	1239	842	190	884	156	396	419	164	411	226	45	73	85	39	130	58	38	71	30
2.00 - 2.30										A	9.0	29	687	1234	845	226	895	171	408	414	164	408	221	43v	68	78	42v	132	51	29v	67	29v
2.30 - 3.00										A	8.8	28	671	1225	833	146	867	138	379	420	161	413	222	43v	71	85	38v	129	63	45v	73	31v
CAPTAIN KANGAROO						89	178	178		A	3.2	15	244	1311	332	82	373	172	221	184	50v	128	180	45v	91	79	40v	85	65	33v	693	180
M-F 8.00A 60 CBS C							97	97		B	2.9	16	221	1357	425	95	474	215	296	250	50	155	151	41	68	59	32	73	58	22	674	187
8.00 - 8.30										A	3.0	15	229	1271	337	88	380	161	213	192	57v	136	174	40v	88	79	44v	82	65v	35v	652	188
8.30 - 9.00										A	3.5	17	267	1266	315	67	348	176	221	170	36v	111	157	42v	79	67	34v	74	56v	26v	705	165
CARD SHARKS						88	140	139		A	4.9	22	374	1626	823	118	933	221	398	336	165	483	431	73	143	133	116	265	90	38v	172	121
M-F 10.00A 30 NBC QG							82	82		B	4.0	21	305	1384	769	111	858	206	362	329	157	438	382	79	134	128	95	228	42	23	102	52
CBS LATE MORNING NEWS						87	142	139		A	4.2	18	320	1363	617	108	740	218	375	377	120	288	300	81	124	123	62	159	82	47v	241	88
M-F 10.54A 6 CBS N							85	82		B	3.5	18	267	1423	687	109	791	257	408	378	121	319	321	56	118	116	61	178	68	42	243	102
CELEBRITY WHEW						82	155	147		A	4.0	18	305	1364	581	82	709	252	401	378	115	243	285	81	117	131	59	145	98	39v	272	99
1 M-F 10.30A 24 CBS QG							90	83		B	3.6	18	275	1400	676	98	780	264	411	365	121	315	300	62	110	109	59	172	60	28	260	110
2 MTUWF 10.30A 24																																
CHAIN REACTION						20	148	148		A	4.0	14	305	1584	828	179	907	220	413	374	126	405	436	86	108	101	86	285	83	20v	158	118
M-F 12.00N 30 NBC QG							76	77		B	3.7	13	282	1450	759	149	835	216	370	351	132	388	404	93	117	110	71	252	82	25	129	82



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
												TOTAL	18-34		18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11			
WEEKDAY DAYTIME CONT'D																																			
DAYS OF OUR LIVES										87	209	209	A	7.4	24	565	1297	813	203	912	290	475	420	152	366	278	54^	83^	88^	73^	171	37^	33^	70^	28^
M-F 1.00P 60 NBC DD										99	99	B	6.5	23	496	1281	804	143	907	274	447	413	154	397	251	67	91	80	71	142	50	44	73	24	
1.00 - 1.30												A	7.1	23	542	1334	825	219	916	273	458	419	152	380	302	56^	87^	100^	76^	183	46^	41^	70^	26v	
1.30 - 2.00												A	7.6	24	580	1264	802	182	910	307	488	421	153	357	259	54^	78^	78^	71^	162	26v	26v	69^	31^	
DOCTORS										89	199	200	A	6.9	22	526	1369	846	205	979	328	554	480	121	347	264	43^	63^	89^	70^	167	55^	46^	71^	38^
M-F 2.00P 30 NBC DD										97	97	B	6.2	22	473	1285	802	147	929	309	521	447	113	352	226	48	79	79	64	126	64	53	66	25	
EDGE OF NIGHT										84	154	154	A	5.6	15	427	1180	774	175	855	363	607	463	105^	225	138^	52^	54^	43^	22v	72^	98^	84^	89^	70^
M-F 4.00P 30 ABC DD										83	83	B	5.4	16	412	1310	715	161	859	366	598	464	93	223	229	110	149	101	12	66	114	94	108	61	
FAMILY FEUD										90	194	194	A	6.9	27	526	1378	777	163	817	340	521	400	127	237	330	117	143	124	70^	158	81^	49^	150	62^
M-F 11.30A 30 ABC QP										98	98	B	6.6	29	504	1376	735	147	816	354	528	421	90	223	313	134	178	138	37	110	80	50	167	61	
GENERAL HOSPITAL										88	193	193	A	10.3	30	786	1237	800	231	862	409	608	512	97	204	151	54^	58^	39^	27^	84	155	132	69^	37^
1 M-TH 3.00P 60 ABC DD										99	99	B	10.0	32	763	1275	776	176	864	394	593	477	92	216	184	69	96	73	20	80	140	120	87	57	
1 FRI. 3.00P 16																																			
& 3.27P 33																																			
2 M-F 3.00P 60																																			
3.00 - 3.30												A	9.8	30	748	1238	809	226	877	429	629	528	95	201	141	46^	51^	30^	26^	84	162	137	58^	25^	
3.30 - 4.00												A	10.7	31	816	1248	799	236	859	397	599	506	100	207	158	55^	61^	45^	29^	86	154	130	77	47^	
GOOD MORNING, AMERICA-730										90	192	192	A	4.3	24	328	1482	710	244	768	283	418	372	135^	262	415	77^	164^	199	84^	185	70^	18v	229	140^
M-F 7.30A 30 ABC N										98	98	B	3.8	24	290	1374	682	215	741	250	428	414	121	237	434	146	226	209	69	159	59	LT	140	81	
M-F 8.30A 30 ABC N										97	97	B	5.5	30	420	1247	736	161	795	223	417	413	142	310	352	103	160	161	60	158	34	12	66	27	
GUIDING LIGHT										82	190	A	9.4	29	717	1311	857	124^	961	208	461	444	166	430	227	57^	147^	119^	37v	74^	61^	56^	62^	36v	
1 M-F 2.30P 60 CBS DD										99		B	8.2	28	626	1300	806	144	951	231	459	442	155	415	212	57	111	88	28	90	71	52	66	33	
2.30 - 3.00												A	9.4	30	717	1328	877	130^	976	206	464	451	156^	438	247	54^	164	141^	35v	76^	54^	48^	51^	23v	
3.00 - 3.30												A	9.4	29	717	1280	834	117^	940	208	456	434	175	420	201	57^	124^	96^	39v	71^	68^	63^	71^	46^	
GUIDING LIGHT										5	191	A	9.3	27	710	1277	815	116^	887	194	401	383	167	413	215	51^	81^	91^	39v	112^	113^	90^	62^	44^	
2 M-F 3.00P 60 CBS DD										99		B	9.3	27	710	1277	815	116	887	194	401	383	167	413	215	51	81	91	39	112	113	90	62	44	
3.00 - 3.30												A	9.1	28	694	1281	829	111^	902	195	403	384	172	425	221	50^	76^	86^	42v	123^	110^	86^	48^	32v	
3.30 - 4.00												A	9.6	27	732	1250	792	119^	860	191	395	374	161	399	203	49^	80^	93^	35v	101^	115^	92^	72^	53^	
HIGH ROLLERS										87	184	182	A	5.5	23	420	1445	769	126^	857	183	355	319	141^	443	436	52^	114^	140^	71^	279	57^	21v	95^	24v
M-F 11.00A 30 NBC QG										93	93	B	4.8	24	366	1269	704	98	808	175	332	321	140	405	354	65	107	107	85	218	30	LT	77	22	
HOLLYWOOD SQUARES										88	170	168	A	5.5	24	420	1529	764	137^	847	223	385	330	158	407	453	86^	159	152	111^	256	115^	57^	114^	50^
M-F 10.30A 30 NBC QP										87	87	B	4.5	23	343	1375	742	126	833	202	367	342	141	395	403	77	144	140	92	230	53	24	86	33	
JEFFERSONS M-F										4	157	A	4.3	19	328	1299	562	131^	635	262^	378	369	118^	183^	313^	112^	173^	181^	39v	84v	94^	42v	257^	98^	
2 MTUWF 10.00A 30 CBS CS										87		B	4.3	19	328	1299	562	131	635	262	378	369	118	183	313	112	173	181	39	84	94	42	257	98	
LAVERNE & SHIRLEY M-F										90	181	179	A	6.2	26	473	1298	619	146	689	364	505	363	58^	154	279	152	179	109^	55^	85^	136	95^	194	85^
M-F 11.00A 30 ABC CS										97	97	B	5.4	26	412	1335	602	157	680	371	521	400	42	126	247	134	179	128	22	51	144	103	264	97	
LOVE OF LIFE										77	130	A	4.1	11	313	1383	809	247^	873	244^	461	415	182^	329^	185^	28v	86v	86v	LT	99^	140^	111^	185^	99^	
1 M-F 4.00P 30 CBS DD										71		B	3.5	11	267	1307	790	131	883	307	480	400	147	349	157	37	67	60	34	78	87	49	180	83	
MAGAZINE(S)										175		A	3.7	17	282	1301	607^	178v	717^	278^	397^	495^	47v	129v	354^	163v	210v	173v	33v	103v	52v	17v	178v	32v	
2 THU. 10.00A 54 CBS DN										95																									
10.00 - 10.30												A	3.7	17	282	1291	611^	192v	721^	284^	400^	507^	49v	114v	348^	171v	213v	170v	32v	96v	55v	21v	167v	36v	
10.30 - 11.00												A	3.8	18	290	1286	601^	155v	697^	263^	386^	476^	37v	141v	355^	149v	200v	179v	31v	107v	51v	LT	183v	28v	

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #		START TIME		DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)								
DAY															TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11							
WEEKDAY DAYTIME CONT'D																																			
MORNING MON-FRI										90	181	182	A	3.1	19	237	1316	526	185	589	121	231	321	114	253	473	81	220	257	115	211	64	22	190	114
M-F 7.15A 45 CBS N										98	98	B	2.6	17	198	1327	593	186	623	131	304	350	121	248	496	96	227	239	101	228	41	17	167	107	
7.30 - 8.00											A	3.2	18	244	1328	533	168	595	128	238	306	111	263	456	83	214	246	106	201	64	24	213	131		
ONE DAY AT A TIME-M-F										80	190	A	8.9	26	679	1336	657	120	747	200	354	315	161	336	262	54	137	116	68	118	181	125	146	88	
1 M-F 3.30P 30 CBS CS										98	B	7.8	25	595	1386	674	139	771	246	427	387	123	284	256	77	149	118	39	94	189	129	170	106		
ONE DAY AT A TIME-M-F										4	122	A	3.8	11	290	1417	606	152	696	316	412	335	107	221	245	55	127	116	56	118	210	128	266	97	
2 M-WTHF 4.00P 30 CBS CS										62	B	3.8	11	290	1417	606	152	696	316	412	335	107	221	245	55	127	116	56	118	210	128	266	97		
ONE LIFE TO LIVE										88	192	192	A	8.7	28	664	1226	784	185	869	438	615	497	108	207	185	66	81	51	18	92	110	95	62	17
M-F 2.00P 60 ABC DD										99	99	B	8.6	30	656	1229	789	170	876	445	612	487	87	205	203	83	112	83	16	84	89	72	61	27	
2.00 - 2.30											A	8.6	28	656	1213	784	169	866	434	617	487	103	202	188	64	81	53	17	94	102	87	57	13		
2.30 - 3.00											A	8.8	28	671	1221	781	195	866	438	610	505	109	210	177	67	81	46	19	88	111	102	67	19		
PASSWORD PLUS										87	158	159	A	6.1	20	465	1471	788	188	844	223	391	387	162	368	409	87	123	108	89	261	76	20	142	77
M-F 12.30P 30 NBC QG										81	81	B	4.8	18	366	1402	779	161	838	213	370	373	144	394	400	107	157	146	69	208	57	22	107	63	
PRICE IS RIGHT 1										86	194	192	A	6.9	29	526	1342	680	148	804	257	379	304	112	351	308	32	64	77	73	219	80	39	150	53
M-F 11.00A 30 CBS AP										97	96	B	5.6	28	427	1454	748	141	870	274	428	345	111	381	370	61	114	112	61	230	65	32	149	62	
PRICE IS RIGHT 2										87	193	191	A	8.0	31	610	1344	679	181	815	279	420	323	108	324	289	38	71	81	52	196	79	44	161	55
M-F 11.30A 30 CBS AP										97	96	B	6.6	30	504	1435	745	142	870	287	445	363	104	360	343	60	105	101	51	212	69	39	153	55	
RAZZMATAZZ(S)										169	A	5.4	15	412	1250	605	138	605	141	299	250	124	275	155	LT	36	36	69	119	247	143	243	115		
2 TUE. 4.00P 30 CBS DN										92																									
RYAN'S HOPE										88	185	184	A	7.2	24	549	1228	766	138	821	395	605	455	98	179	248	120	147	116	25	79	97	82	62	13
M-F 12.30P 30 ABC DD										97	97	B	7.0	26	534	1277	793	194	876	475	652	470	70	167	219	102	141	109	15	61	75	59	107	31	
SEARCH FOR TOMORROW										87	189	184	A	7.9	26	603	1315	821	234	964	301	481	400	164	412	255	47	94	93	49	148	35	31	61	28
M-F 12.30P 30 CBS DD										97	97	B	8.0	30	610	1274	796	171	937	290	483	433	123	379	218	44	75	69	36	129	51	39	68	22	
SPECIAL TREAT(S)										172	A	7.8	19	595	1697	637	186	682	277	448	363	104	202	329	51	96	80	51	224	191	43	495	252		
2 TUE. 4.00P 60 NBC FV										93																									
4.00 - 4.30											A	7.1	18	542	1845	652	215	708	319	496	432	104	175	278	27	59	59	72	219	208	30	651	289		
4.30 - 5.00											A	8.4	19	641	1576	627	161	664	241	408	310	103	226	372	71	126	93	35	232	178	54	362	220		
TODAY SHOW-7.30AM										89	215	215	A	4.4	25	336	1443	720	187	845	250	422	386	135	337	461	67	151	154	124	277	42	17	95	63
M-F 7.30A 30 NBC N										99	99	B	4.1	26	313	1403	743	162	808	209	357	346	143	373	475	106	194	190	106	249	31	17	89	57	
TODAY SHOW-8.30AM										89	212	212	A	6.2	29	473	1292	729	166	790	126	302	335	152	402	397	38	108	120	98	258	43	19	62	28
M-F 8.30A 30 NBC N										99	99	B	5.5	30	420	1267	730	135	791	161	322	349	151	385	392	87	145	138	82	218	25	17	59	36	
\$20,000 PYRAMID										88	169	171	A	5.4	19	412	1265	716	126	774	313	495	380	146	236	304	95	169	152	63	126	104	73	83	49
M-F 12.00N 30 ABC QG										91	91	B	4.7	19	359	1369	733	122	826	371	535	412	105	237	286	103	178	148	37	94	100	58	157	72	
WHEEL OF FORTUNE										88	199	198	A	6.4	25	488	1455	792	131	883	205	388	377	143	419	427	50	112	143	71	262	57	24	88	48
M-F 11.30A 30 NBC QG										97	97	B	5.2	24	397	1282	718	111	815	187	346	342	138	393	355	68	112	112	70	209	41	20	71	35	
YOUNG AND THE RESTLESS										82	195	A	9.7	34	740	1365	880	261	1028	361	570	450	128	391	209	71	123	116	33	77	47	41	81	30	
1 M-F 1.00P 30 CBS DD										99	99	B	9.5	37	725	1276	829	184	959	332	524	457	120	357	181	49	86	74	27	84	48	39	88	28	
YOUNG AND THE RESTLESS										5	193	A	8.7	29	664	1289	804	182	929	361	523	429	136	344	216	52	73	85	31	116	70	43	74	25	
2 M-F 1.00P 60 CBS DD										98	98	B	8.7	29	664	1289	804	182	929	361	523	429	136	344	216	52	73	85	31	116	70	43	74	25	
1.00 - 1.30											A	8.7	30	664	1294	802	175	934	374	531	428	132	347	213	53	69	80	30	118	69	41	78	29		
1.30 - 2.00											A	8.6	28	656	1280	813	191	927	347	515	432	139	345	218	50	76	93	29	113	68	44	67	20		



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)		
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11
*WEEKEND DAYTIME																																	
ABC WEEKEND SPECIALS					20	181	180	A	6.6	23	504	1647	384 178A	446 249	306 181A	67A 128A	335 203A	233A 143A	49V 86A	269 111A	597 395												
SAT. 12.00N 30 ABC FV					94	94	B	6.0	21	458	1691	363 138	413 222	306 223	29 81	336 152	230 183	37 74	271 132	671 405													
ABC WIDE WORLD-SPORTS SAT					10	197	202	A	14.4	31	1099	1734	531 196	612 220	362 327	94A 200	709 284	484 419	92A 196	167 39A	246 162												
SAT. 5.00P 90 ABC SA					99	99	B	11.9	27	908	1742	593 219	665 233	387 325	107 230	711 236	420 387	96 228	166 72	200 139													
5.00 - 5.30							A	13.6	31	1038	1686	509 175	594 198	338 312	90A 201	708 268	469 416	95A 204	177 54A	207 151													
5.30 - 6.00							A	14.8	32	1129	1686	515 166	577 192	327 318	86A 196	715 287	481 403	101A 207	175 29A	219 146													
6.00 - 6.30							A	14.7	29	1122	1840	572 252	671 268	425 355	101A 202	711 304	506 442	81A 179	148 32A	310 193													
ABC WIDE WORLD-SPORTS SUN					2	186	190	A	15.3	34	1167	1686	505 203	543 216	397 317	72A 121	810 314	538 476	128 214	118 54A	215 156												
SUN. 4.30P 90 ABC SA					94	97	B	15.3	34	1167	1686	505 203	543 216	397 317	72 121	810 314	538 476	128 214	118 54	215 156													
4.30 - 5.00							A	15.2	36	1160	1699	473 216	510 216	383 294	54A 95A	861 340	577 503	119 224	133 58A	195 137													
5.00 - 5.30							A	15.3	34	1167	1689	510 213	548 207	402 328	72A 120	792 309	520 458	130 211	108 49A	241 185													
5.30 - 6.00							A	15.3	32	1167	1683	539 188	579 229	412 332	94A 150	779 289	522 465	136 210	115 53A	210 149													
ALL NEW POPEYE HOUR 1					1	191	190	A	10.2	36	778	1772	332 179	442 279	337 200	36V 61A	356 158A	246 242	43A 78A	237 78A	737 402												
SAT. 10.30A 30 CBS CA					98	98	B	9.1	34	694	1647	282 135	351 219	280 173	28 54	293 152	223 173	25 49	224 114	779 406													
ALL NEW POPEYE HOUR 2					2	191	190	A	9.5	33	725	1742	360 160A	432 247	287 164A	56A 112A	287 151A	198 188	56A 89A	290 142A	733 391												
SAT. 11.00A 30 CBS CA					98	98	B	8.8	33	671	1642	308 149	386 228	290 173	33 79	288 146	215 158	24 59	225 114	743 402													
AMERICAN BANDSTAND '80					11	162	159	A	5.6	19	427	1492	346 206A	482 313	349 207A	76A 99A	408 215A	278A 178A	49V 118A	312 150A	290 190A												
SAT. 12.30P 60 ABC PC					82	81	B	5.0	17	382	1673	476 209	581 355	430 266	57 121	417 241	310 215	49 89	284 146	391 249													
1.00 - 1.30							A	5.7	19	435	1416	287 186A	432 295	327 177A	72V 92A	432 219A	302 175A	22V 121A	310 142A	242A 152A													
AMERICAN SPORTSMAN					2	151	152	A	5.4	16	412	1835	538 243A	606 268A	433 359	78A 142A	684 244A	396 376	138A 233A	167A 81A	378 251A												
SAT. 2.30P 60 ABC SA					82	82	B	5.4	16	412	1835	538 243	606 268	433 359	78 142	684 244	396 376	138 233	167 81	378 251													
2.30 - 3.00							A	4.7	14	359	1797	494 223A	574 270A	412 315A	55V 133A	599 212A	349 349	106A 203A	233A 108A	391 255A													
3.00 - 3.30							A	6.1	18	465	1847	564 250A	625 265	444 390	94A 146A	741 262A	425 390	160A 255A	118A 61V	363 247A													
ANIMALS, ANIMALS, ANIMALS					20	134	139	A	3.3	12	252	1040	330A 87V	357A 175A	246A 177A	61V 88V	254A 163A	195A 135A	LT 59V	135A LT	294A 226A												
SUN. 11.30A 30 ABC CL					85	85	B	2.9	11	221	1428	360 95	430 190	275 200	55 122	332 150	232 195	36 82	177 82	489 285													
ASK NBC NEWS-8:58AM					20	195	191	A	5.1	25	389	1977	326 97A	362 201A	253A 253A	LT 109A	194A 137A	160A 128A	LT 34V	261A 62V	1160 812												
SAT. 8.58A 2 NBC CN					97	97	B	4.6	23	351	1670	264 94	287 161	211 186	20 56	150 73	119 106	LT 16	131 22	1102 674													
ASK NBC NEWS-10:28AM					20	198	200	A	5.6	20	427	1576	265A 99A	328 208A	221A 164A	50V 66V	187A 91A	123A 101A	25V 47V	218A 84A	843 483												
SAT. 10.28A 2 NBC CN					98	98	B	5.5	21	420	1632	227 62	279 165	216 148	27 36	173 109	124 72	21 36	224 72	956 587													
ASK NBC NEWS-11:28AM					20	187	186	A	5.4	19	412	1990	179A 102A	278A 225A	225A 133A	14V 24V	355 189A	269A 201A	44V 68V	357 160A	1000 628												
SAT. 11.28A 2 NBC CN					94	94	B	5.0	19	382	1650	292 116	368 239	292 172	29 53	279 175	221 125	33 53	243 85	760 471													
BING CROSBY-PRO AM-SAT(S)					169			A	6.7	15	511	1781	588 199A	646 137A	247A 304A	152A 317A	785 191A	349A 390A	171A 368A	58V 24V	292A 188A												
1 SAT. 5.00P 90 CBS SE					94			A	6.6	16	504	1714	515 270A	634 154A	312A 360A	118V 245A	751 166A	339A 394A	175A 357A	78V 18V	251A 157A												
5.00 - 5.30							A	6.3	14	481	1690	527 133A	552 137A	182A 239A	143A 295A	812 169A	332A 409A	169A 403A	21V 21V	305A 211A													
5.30 - 6.00							A	7.1	15	542	1928	712 203A	741 116A	247A 315A	185A 401A	798 228A	372A 371A	169A 352A	69V 31V	320A 200A													
6.00 - 6.30							A	7.6	17	580	1667	560 158A	608 117A	210A 230A	125A 346A	770 232A	363A 352A	180A 330A	181A 84V	108A 76V													
BING CROSBY-PRO AM-SUN(S)					187			A	7.4	19	565	1566	497 118A	546 139A	228A 218A	94V 280A	733 282A	354A 319A	158A 295A	161A 73V	126A 90V												
1 SUN. 3.58P 152 CBS SE					98			A	6.4	16	488	1602	520 169A	577 172A	257A 242A	99V 277A	770 250A	354A 340A	182A 334A	191A 61V	64V 48V												
4.00 - 4.30							A	6.7	15	511	1687	575 185A	614 115V	203A 212A	127A 371A	740 233A	354A 314A	155A 322A	274A 130A	59V 59V													
4.30 - 5.00																																	
5.00 - 5.30																																	
CONT'D																																	

CONT'D

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	(0.00%)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	MEN			55-64	55+	TOTAL FEM.	TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
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FOR EXPLANATION OF SYMBOLS, SEE PAGE A

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
WK # DAY		START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11											
															TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+												
WEEKEND DAYTIME CONT'D																																						
SCHOOLHOUSE ROCK-11.26AM SAT. 11.26A 3 ABC CN 20 190 189 98 98															A	7.4	26	565	1726	283	75	313	164	233	176	38	64	229	114	165	126	40	55	380	159	804	495	
															B	6.3	23	481	1618	277	111	330	196	265	171	28	60	238	113	180	123	21	44	261	117	789	485	
SCHOOLHOUSE ROCK-11.55AM SUN. 11.55A 4 ABC CN 20 134 139 85 85															A	3.9	14	298	1037	339	74	359	177	234	142	70	94	264	164	201	117	17	63	128	17	286	198	
															B	3.0	12	229	1440	366	99	439	187	282	200	53	126	343	156	239	192	34	86	179	91	479	266	
SCOOPY AND SCRAPPY DOO-1 SAT. 10.30A 30 ABC CA 7 190 189 98 98															A	6.9	24	526	1580	209	99	228	136	183	139	19	45	156	103	152	121	LT	LT	313	160	883	559	
															B	7.1	25	542	1689	254	107	309	196	252	184	22	44	145	79	109	99	19	19	234	132	1001	616	
SCOOPY AND SCRAPPY DOO-2 SAT. 11.00A 30 ABC CA 7 190 189 98 98															A	8.1	29	618	1793	269	75	294	163	226	178	30	54	240	118	178	142	36	50	377	164	882	557	
															B	8.1	29	618	1723	276	100	319	202	261	180	25	46	220	101	170	142	29	34	309	138	875	541	
SHAZAM SAT. 12.00N 30 CBS CA 6 168 169 92 92															A	7.5	26	572	1872	318	164	414	260	311	172	10	70	311	139	242	191	18	56	251	139	896	509	
															B	7.1	24	542	1700	350	152	437	211	308	214	24	102	318	132	207	167	25	102	203	94	742	447	
SKATEBIRDS SUN. 8.00A 30 CBS CA 6 47 43 37 36															A	.9	10	69	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
															B	.9	10	69	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
SPIDERWOMAN SAT. 11.30A 30 ABC CA 7 177 177 93 92															A	6.7	24	511	1636	355	153	396	221	316	221	60	80	183	78	134	122	40	40	297	146	760	454	
															B	6.5	23	496	1666	340	137	398	235	326	223	37	62	216	112	170	136	28	33	259	124	793	481	
SPORTSWORLD 1 SUN. 4.06P 114 NBC SE 5 175 165 91 89															A	7.6	19	580	1767	448	101	498	187	312	292	72	120	898	322	552	469	201	284	200	31	171	104	
2 SUN. 1.00P 90															B	7.0	18	534	1816	449	157	536	218	323	283	71	147	901	362	574	496	160	267	165	33	214	143	
1.00 - 1.30															A	6.5	20	496	1790	469	190	544	192	320	310	103	173	881	213	435	498	200	322	165	38	200	59	
1.30 - 2.00															A	7.9	22	603	1708	432	164	473	173	304	282	89	121	902	217	451	497	227	347	180	43	153	93	
2.00 - 2.30															A	8.0	22	610	1607	323	71	349	165	252	225	74	84	961	232	534	509	212	379	130	36	167	128	
4.00 - 4.30															A	6.0	15	458	1771	502	44	502	126	232	275	56	195	917	399	623	435	188	269	221	16	131	79	
4.30 - 5.00															A	6.4	16	488	1830	566	45	566	158	253	248	86	245	853	390	617	417	205	205	243	35	168	100	
5.00 - 5.30															A	8.4	19	641	1888	469	83	567	246	405	349	59	59	918	391	608	455	210	263	234	17	169	118	
5.30 - 6.00															A	9.7	21	740	1777	424	89	501	218	360	330	43	43	866	420	608	460	170	210	219	24	191	124	
SUNDAY MORNING SUN. 9.00A 90 CBS N 20 94 95 75 76															A	3.4	16	259	1201	510	212	514	116	301	333	85	181	587	201	317	406	70	174	LT	LT	85	50	
															B	2.8	15	214	1409	558	209	590	159	314	347	121	205	645	191	355	407	89	196	38	LT	136	76	
9.00 - 9.30															A	2.9	16	221	1095	534	227	539	113	304	330	141	209	516	140	266	344	72	172	LT	LT	31	LT	
9.30 - 10.00															A	3.6	17	275	1204	495	226	502	108	301	338	73	164	582	185	312	418	61	164	LT	LT	105	58	
10.00 - 10.30															A	3.7	15	282	1270	500	191	500	118	298	324	49	176	643	256	352	437	81	188	17	17	110	82	
SUPERSTARS SUN. 2.00P 75 ABC SE 4 169 180 90 95															A	9.2	25	702	1665	474	199	531	236	348	298	104	137	646	276	428	368	116	171	277	69	211	119	
															B	8.6	23	656	1658	486	195	537	229	342	305	85	141	703	262	462	405	112	187	213	65	205	139	
2.00 - 2.30															A	7.2	20	549	1645	490	231	550	258	349	315	106	139	601	250	389	334	108	171	266	71	228	133	
2.30 - 3.00															A	10.2	27	778	1679	462	187	518	235	345	283	104	136	645	289	436	365	116	163	307	74	209	115	
TARZAN AND SUPER SEVEN 1 SAT. 12.30P 30 CBS CA 18 169 170 92 93															A	8.0	27	610	1816	393	167	498	276	361	248	26	86	363	161	279	205	56	84	253	113	702	348	
															B	6.4	23	488	1635	340	125	419	250	316	203	31	80	325	165	254	171	22	62	237	118	654	367	
TARZAN AND SUPER SEVEN 2 SAT. 1.00P 30 CBS CA 18 168 170 92 93															A	8.7	28	664	1684	453	146	536	302	445	314	30	59	447	162	305	276	74	93	173	93	528	279	
															B	6.9	23	526	1536	351	122	419	242	319	215	37	75	307	150	232	167	25	60	216	99	594	348	
30 MINUTES SAT. 1.30P 30 CBS DN 17 157 157 91 89															A	5.5	18	420	1836	417	200	569	343	407	235	85	118	572	216	392	326	103	134	159	76	536	223	
															B	4.8	16	366	1504	441	152	518	238	324	243	56	145	422	177	281	217	37	109	176	80	388	224	
TIME OUT-9:45AM SAT. 9.45A 2 NBC CN 9 198 200 98 98															A	6.6	25	504	1756	232	108	310	196	205	139	47	80	237	139	165	135	23	60	235	80	974	660	
															B	6.0	24	458	1661	232	92	281	165	196	145	41	63	178	105	125	103	21	33	176	60	1026	684	
TIME OUT-10:58AM SAT. 10.58A 2 NBC CN 20 206 206 97 98															A	6.0	21	458	1587	209	79	259	192	192	134	17	28	322	176	246	176	35	57	265	62	741	422	
															B	5.6	21	427	1668	259	103	330	225	268	152	23	38	234	149	180	103	15	42	234	84	870	543	



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1980 REPORT

PROGRAM NAME														T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
WK #		DAY		START TIME		DUR		NET		PROG. TYPE		WK 1 WK 2		KEY	AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
																									TOTAL		18-34		WOMEN 18-49		25-54		55-64		55+		TOTAL		18-34		WOMEN 18-49		25-54		55-64		55+		TOTAL FEM.		TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
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# NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. MON. JAN. 28, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
EVENING MON. JAN. 28, 1968																	
TOTAL AUDIENCE {																	
Households (000) & %					14,040 18.4		18,310 24.0				15,410 20.2						
ABC TV																	
AVERAGE AUDIENCE {																	
Households (000) & %					12,360 16.2		12,360 16.2	14.4*			10,680 14.0				14.6*		
SHARE OF AUDIENCE %					23		23	21 *			18.1* 26 *	21	19 *		23 *		
VG. AUD. BY ¼ HR. %					15.9	16.5	14.3	14.6	18.3	17.9	13.7	13.1		14.7	14.5		
CBS TV																	
AVERAGE AUDIENCE {																	
Households (000) & %					18,160 23.8		17,550 23.0		22,660 29.7		22,050 28.9		23,420 30.7				
SHARE OF AUDIENCE %					WKRP IN CINCINNATI		LAST RESORT (OP)		M*A*S*H		HOUSE CALLS		LOU GRANT				
VG. AUD. BY ¼ HR. %					16,400 21.5		16,330 21.4		20,830 27.3		20,520 26.9		18,770 24.6	23.5*		25.7*	
					31		30		39		39		39	36 *		42 *	
					21.2	21.9	21.2	21.6	26.6	27.9	27.0	26.8	23.2	23.8	25.8	25.6	
NBC TV																	
AVERAGE AUDIENCE {																	
Households (000) & %					23,960 31.4				23,650 31.0								
SHARE OF AUDIENCE %																	
VG. AUD. BY ¼ HR. %																	
ABC TV																	
AVERAGE AUDIENCE {																	
Households (000) & %					19,840 26.0	24.6*		27.4*	16,180 21.2	19.9*		21.7*		21.5*		21.8*	
SHARE OF AUDIENCE %					37	35 *		39 *	32	28 *		32 *		33 *		36 *	
VG. AUD. BY ¼ HR. %					24.0	25.2	27.4	27.4	20.0	19.8	21.6	21.7	21.7	21.2	21.9	21.6	
CBS TV																	
AVERAGE AUDIENCE {																	
Households (000) & %					11,900 15.6		12,890 16.9		11,290 14.8				15,570 20.4				
SHARE OF AUDIENCE %					LAVERNE & SHIRLEY		ANGIE		STONE (OP)				FAMILY				
VG. AUD. BY ¼ HR. %					10,880 14.0		11,370 14.9		8,550 11.2	10.5*		11.9* 17 *	12,820 16.8	16.4*		17.1*	
					20		21		16	14 *		17 *	27	25 *		28 *	
					13.8	14.2	14.6	15.2	10.5	10.6	11.6	12.3	16.4	16.5	17.1	17.1	
NBC TV																	
AVERAGE AUDIENCE {																	
Households (000) & %					16,480 21.6		14,270 18.7		20,520 26.9		17,170 22.5		19,150 25.1				
SHARE OF AUDIENCE %					WKRP IN CINCINNATI		LAST RESORT (OP)		M*A*S*H		HOUSE CALLS		LOU GRANT				
VG. AUD. BY ¼ HR. %					14,950 19.6		13,050 17.1		18,770 24.6		16,400 21.5		16,180 21.2	21.1*		21.3*	
					28		24		34		30		34	33 *		35 *	
					19.2	19.9	17.0	17.3	24.2	25.1	21.7	21.3	21.1	21.0	21.1	21.5	
ABC TV																	
AVERAGE AUDIENCE {																	
Households (000) & %					28,230 37.0								18,460 24.2				
SHARE OF AUDIENCE %																	
VG. AUD. BY ¼ HR. %																	
CBS TV																	
AVERAGE AUDIENCE {																	
Households (000) & %					22,050 28.9	26.9*		29.1*		29.6*		29.9*	14,500 19.0	20.1*		18.0*	
SHARE OF AUDIENCE %					40	39 *		40 *		41 *		42 *	30	31 *		29 *	
VG. AUD. BY ¼ HR. %					25.8	27.9	29.0	29.2	29.7	29.6	30.3	29.5	20.7	19.5	18.5	17.5	
US USING TV WK. 1																	
(Ref. 1)	WK. 2	65.3	66.9	67.9	68.2	69.6	70.3	69.8	70.5	70.5	70.5	69.2	68.4	65.5	64.2	61.3	60.0
Households: 76,300,000		63.2	63.5	64.4	65.7	68.7	71.0	71.9	72.6	72.4	72.7	71.4	70.4	65.4	64.2	62.4	60.1

For explanation of symbols, See page A

EVE. MON. FEB. 4, 1980



# NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.TUE. JAN.29, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
TOTAL AUDIENCE Households (000) & %	{				19,300 25.3	18,690 24.5		23,810 31.2		20,910 27.4		19,080 25.0						
PROGRAM	{				HAPPY DAYS	GOODTIME GIRLS		THREE'S COMPANY		TAXI (OP)		HART TO HART						
PERAGE AUDIENCE Households (000) & %	{				17,240 22.6	17,010 22.3		21,970 28.8		19,000 24.9		16,560 21.7				21.4*		
PERCENT OF AUDIENCE	{				33	32		41		37		34				33 *		
PERCENT OF AUD. BY 1/4 HR.	{				22.1	23.1	21.8	22.9	28.3	29.3	25.3	24.5	21.8	22.1	22.0	20.8		
TOTAL AUDIENCE Households (000) & %	{				17,170 22.5	WHITE SHADOW (OP)		17,700 23.2		CARRIE (R)								
PROGRAM	{																	
PERAGE AUDIENCE Households (000) & %	{				13,730 18.0	16.7*	19.2*		11,980 15.7		14.5*		15.8*		16.5*		16.2*	
PERCENT OF AUDIENCE	{				26	25 *	28 *		24		21 *		23 *		25 *		26 *	
PERCENT OF AUD. BY 1/4 HR.	{				16.6	16.9	19.1	19.3	14.8	14.3	15.7	15.8	16.6	16.4	16.5	15.8		
TOTAL AUDIENCE Households (000) & %	{				18,240 23.9	SHERIFF LOBO (OP)		19,910 26.1		NBC TUE. NIGHT MOVIE THE MARTIAN CHRONICLES, PART 3								
PROGRAM	{																	
PERAGE AUDIENCE Households (000) & %	{				15,180 19.9	19.1*	20.6*		14,500 19.0		18.0*		19.4*		20.0*		18.8*	
PERCENT OF AUDIENCE	{				29	28 *	30 *		28		26 *		28 *		30 *		30 *	
PERCENT OF AUD. BY 1/4 HR.	{				18.8	19.5	20.5	20.7	18.0	18.0	19.1	19.7	20.2	19.7	19.4	18.2		
TOTAL AUDIENCE Households (000) & %	{				19,910 26.1	16,710 21.9		23,650 31.0		20,300 26.6		21,360 28.0						
PROGRAM	{				HAPPY DAYS	GOODTIME GIRLS		THREE'S COMPANY		TAXI (OP)		HART TO HART						
PERAGE AUDIENCE Households (000) & %	{				17,630 23.1	15,870 20.8		21,140 27.7		18,540 24.3		18,160 23.8				24.1*		
PERCENT OF AUDIENCE	{				35	31		40		36		38				36 *		
PERCENT OF AUD. BY 1/4 HR.	{				22.1	24.2	20.7	20.9	26.7	28.7	24.4	24.2	23.3	23.8	24.2	24.0		
TOTAL AUDIENCE Households (000) & %	{				17,320 22.7	WHITE SHADOW (OP)		18,690 24.5		BECAUSE WE CARE								
PROGRAM	{																	
PERAGE AUDIENCE Households (000) & %	{				13,120 17.2	15.9*	18.5*		11,830 15.5		15.7*		16.7*		15.3*		14.4*	
PERCENT OF AUDIENCE	{				26	24 *	28 *		23		23 *		25 *		24 *		23 *	
PERCENT OF AUD. BY 1/4 HR.	{				15.9	15.9	18.1	18.9	15.7	15.6	16.7	16.7	15.9	14.8	14.7	14.1		
TOTAL AUDIENCE Households (000) & %	{				17,240 22.6	SHERIFF LOBO (OP)		20,450 26.8		NBC TUE. NIGHT MOVIE DAMIEN-OMEN II								
PROGRAM	{																	
PERAGE AUDIENCE Households (000) & %	{				14,120 18.5	18.1*	18.9*		14,120 18.5		17.4*		18.3*		19.0*		19.5*	
PERCENT OF AUDIENCE	{				28	27 *	28 *		28		25 *		27 *		29 *		31 *	
PERCENT OF AUD. BY 1/4 HR.	{				17.9	18.2	18.8	19.0	17.4	17.4	18.2	18.3	18.7	19.3	19.7	19.2		
HOUSEHOLDS USING TV WK. 1	65.5	67.6	66.5	66.6	67.5	68.3	69.2	70.1	69.7	69.8	68.4	68.0	66.7	65.3	64.0	61.7		
HOUSEHOLDS USING TV WK. 2	62.2	63.5	62.7	64.6	65.6	66.7	66.5	67.7	69.1	70.4	68.3	67.4	65.2	64.0	62.9	61.2		

Households: 76,300,000

For explanation of symbols, See page A

EVE.TUE. FEB.5, 1980

EVE.WED. JAN.30, 1980

For explanation of symbols, See page A.

EVE.WED. FEB.6, 1980



# NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.THU. JAN.31, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45			
<b>TOTAL AUDIENCE</b> holds (000) & %	<div> <div>19,300 25.3 MORK &amp; MINDY</div> <div>17,550 23.0 BENSON</div> <div>18,080 23.7 BARNEY MILLER</div> <div>17,700 23.2 SOAP (OP)</div> <div>19,380 25.4</div> <div>20/20</div> </div>																		
<b>BC TV</b>																			
<b>PRIME AUDIENCE</b> holds (000) & %	<div>16,860 22.1 33</div> <div>16,630 21.8 32</div> <div>17,090 22.4 33</div> <div>16,330 21.4 32</div> <div>15,340 20.1 33</div> <div>21.3*</div> <div>34*</div> <div>18.9*</div> <div>32*</div>																		
<b>OF AUDIENCE</b> % AUD. BY ¼ HR.	21.1	23.0	21.3	22.2	22.4	22.3	21.4	21.4	21.7	20.8	19.2	18.6							
<b>TOTAL AUDIENCE</b> holds (000) & %	<div>17,400 22.8</div> <div>16,020 21.0</div> <div>18,770 24.6</div>																		
<b>BS TV</b>	<div>WALTONS (OP)</div> <div>BARNABY JONES</div> <div>KNOTS LANDING</div>																		
<b>PRIME AUDIENCE</b> holds (000) & %	<div>14,570 19.1 28</div> <div>18.7*</div> <div>19.6*</div> <div>13,890 18.2 27</div> <div>17.6*</div> <div>18.8*</div> <div>20.3</div> <div>20.0*</div> <div>20.5*</div>																		
<b>OF AUDIENCE</b> % AUD. BY ¼ HR.	18.5	19.0	19.8	19.3	17.3	17.9	18.8	18.7	19.7	20.3	20.5	20.5							
<b>TOTAL AUDIENCE</b> holds (000) & %	<div>16,330 21.4</div> <div>16,560 21.7</div> <div>13,430 17.6</div>																		
<b>BC TV</b>	<div>BUCK ROGERS-25TH CENTURY (OP)</div> <div>QUINCY, M.E.</div> <div>SKAG</div>																		
<b>PRIME AUDIENCE</b> holds (000) & %	<div>13,120 17.2 25</div> <div>16.4*</div> <div>18.1*</div> <div>14,270 18.7 28</div> <div>18.6*</div> <div>18.8*</div> <div>14.4</div> <div>14.6*</div> <div>14.2*</div>																		
<b>OF AUDIENCE</b> % AUD. BY ¼ HR.	16.3	16.5	17.9	18.3	18.7	18.5	18.8	18.8	14.5	14.6	14.5	14.0							
<b>TOTAL AUDIENCE</b> holds (000) & %	<div>18,390 24.1</div> <div>18,540 24.3</div> <div>19,080 25.0</div> <div>17,240 22.6</div> <div>18,390 24.1</div> <div>20/20</div>																		
<b>BC TV</b>	<div>MORK &amp; MINDY</div> <div>BENSON</div> <div>BARNEY MILLER</div> <div>SOAP (OP)</div>																		
<b>PRIME AUDIENCE</b> holds (000) & %	<div>16,020 21.0 31</div> <div>17,090 22.4 32</div> <div>17,780 23.3 34</div> <div>16,250 21.3 32</div> <div>14,730 19.3 32</div> <div>20.2*</div> <div>32*</div> <div>18.4*</div> <div>31*</div>																		
<b>OF AUDIENCE</b> % AUD. BY ¼ HR.	19.8	22.2	22.0	22.9	23.3	23.3	21.7	20.9	20.3	20.1	19.2	17.7							
<b>TOTAL AUDIENCE</b> holds (000) & %	<div>18,540 24.3</div> <div>16,400 21.5</div> <div>20,680 27.1</div>																		
<b>BS TV</b>	<div>WALTONS (OP)</div> <div>BARNABY JONES</div> <div>KNOTS LANDING</div>																		
<b>PRIME AUDIENCE</b> holds (000) & %	<div>15,570 20.4 30</div> <div>19.8*</div> <div>21.1*</div> <div>13,350 17.5 26</div> <div>16.6*</div> <div>18.4*</div> <div>22.4</div> <div>22.4*</div> <div>22.4*</div>																		
<b>OF AUDIENCE</b> % AUD. BY ¼ HR.	19.4	20.2	21.0	21.1	16.8	16.5	17.9	18.9	22.4	22.4	22.5	22.3							
<b>TOTAL AUDIENCE</b> holds (000) & %	<div>16,860 22.1</div> <div>17,630 23.1</div> <div>13,660 17.9</div>																		
<b>BC TV</b>	<div>BUCK ROGERS-25TH CENTURY (OP)</div> <div>QUINCY, M.E.</div> <div>SKAG</div>																		
<b>PRIME AUDIENCE</b> holds (000) & %	<div>13,350 17.5 25</div> <div>16.7*</div> <div>18.4*</div> <div>14,880 19.5 29</div> <div>19.4*</div> <div>19.5*</div> <div>14.6</div> <div>14.5*</div> <div>14.6*</div>																		
<b>OF AUDIENCE</b> % AUD. BY ¼ HR.	16.3	17.1	18.4	18.4	19.0	19.8	20.0	19.0	14.3	14.6	14.7	14.6							
<b>US USING TV</b> WK. 1	63.1	64.4	64.1	65.5	66.7	68.0	68.7	69.2	67.9	67.4	66.9	66.2	62.7	61.4	59.7	57.6			
<b>OF TV</b> WK. 2	62.3	63.8	64.8	66.0	67.0	68.6	69.2	70.0	68.1	68.1	67.9	67.2	64.2	62.3	59.8	57.6			
<b>Households:</b>	76,300,000																		

For explanation of symbols, See page A.

EVE.THU. FEB.7, 1980

# NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. FRI. FEB. 1, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

L AUDIENCE {  
ids (000) & %

## C TV

AGE AUDIENCE {  
ids (000) & %  
E OF AUDIENCE %  
UD. BY ¼ HR. %

AUDIENCE {  
ids (000) & %

## S TV

AGE AUDIENCE {  
ids (000) & %  
E OF AUDIENCE %  
UD. BY ¼ HR. %

AUDIENCE {  
ids (000) & %

## C TV

AGE AUDIENCE {  
ids (000) & %  
E OF AUDIENCE %  
UD. BY ¼ HR. %

AUDIENCE {  
ids (000) & %

## C TV

AGE AUDIENCE {  
ids (000) & %  
E OF AUDIENCE %  
UD. BY ¼ HR. %

AUDIENCE {  
ids (000) & %

## S TV

AGE AUDIENCE {  
ids (000) & %  
E OF AUDIENCE %  
UD. BY ¼ HR. %

AUDIENCE {  
ids (000) & %

## C TV

AGE AUDIENCE {  
ids (000) & %  
E OF AUDIENCE %  
UD. BY ¼ HR. %

AUDIENCE {  
ids (000) & %

JS USING TV WK. 1 58.4 50.1 60.8 61.3 62.2 62.4 63.3 64.2 65.5 66.6 67.2 67.3 65.9 65.7 64.2 62.5  
of. 1) WK. 2 58.4 59.7 61.2 62.0 62.0 62.4 63.3 65.1 65.7 65.9 66.0 66.2 64.5 63.3 62.4 61.7  
households 76,300,000

For explanation of symbols, See page A.

EVE. FRI. FEB. 8, 1980



# NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.SAT. FEB.2, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
<b>ABC TV</b>																
TOTAL AUDIENCE Households (000) & %	12,440 16.3				12,590 16.5				21,750 28.5				22,580 29.6			
ONE IN A MILLION									LOVE BOAT (OP)				FANTASY ISLAND			
AVERAGE AUDIENCE Households (000) & %	11,060 14.5				11,600 15.2				18,620 24.4				19,000 24.9			
SHARE OF AUDIENCE %	24				25				39				42			
AUD. BY 1/4 HR.	14.6				14.5				23.5*				25.2*			
TOTAL AUDIENCE Households (000) & %	14,730 19.3				16,630 21.8											
CHISHOLMS (OP)									CBS SATURDAY NIGHT MOVIE THE DRIVER							
AVERAGE AUDIENCE Households (000) & %	11,370 14.9				10,220 13.4				12.7*				13.8*			
SHARE OF AUDIENCE %	24				25 *				22				20 *			
AUD. BY 1/4 HR.	15.4				15.0				12.6				12.4			
TOTAL AUDIENCE Households (000) & %	21,140 27.7				15,950 20.9				12,740 16.7							
CHIPS (OP)									B.J. AND THE BEAR				PRIME TIME SATURDAY			
AVERAGE AUDIENCE Households (000) & %	17,850 23.4				13,350 17.5				9,690 12.7				13.3*			
SHARE OF AUDIENCE %	38				38 *				28				21			
AUD. BY 1/4 HR.	22.9*				23.9*				17.6*				12.2*			
TOTAL AUDIENCE Households (000) & %	12,210 16.0				12,360 16.2				20,450 26.8				20,600 27.0			
ONE IN A MILLION									LOVE BOAT (OP)				FANTASY ISLAND			
AVERAGE AUDIENCE Households (000) & %	10,610 13.9				11,600 15.2				17,240 22.6				17,850 23.4			
SHARE OF AUDIENCE %	23				25				36				39			
AUD. BY 1/4 HR.	13.4				14.4				21.9*				23.3*			
TOTAL AUDIENCE Households (000) & %	12,670 16.6				17,170 22.5											
CHISHOLMS (OP)									CBS SATURDAY NIGHT MOVIE HARDHAT AND LEGS							
AVERAGE AUDIENCE Households (000) & %	10,300 13.5				11,830 15.5				15.2*				15.6*			
SHARE OF AUDIENCE %	22				22 *				24 *				26 *			
AUD. BY 1/4 HR.	13.6				13.1				15.1				15.7			
TOTAL AUDIENCE Households (000) & %	22,970 30.1				15,410 20.2				12,890 16.9							
CHIPS (OP)									B.J. AND THE BEAR				PRIME TIME SATURDAY			
AVERAGE AUDIENCE Households (000) & %	19,530 25.6				13,200 17.3				9,840 12.9				13.3*			
SHARE OF AUDIENCE %	42				43 *				28				22			
AUD. BY 1/4 HR.	23.9				25.6				17.5*				17.0*			
DS USING TV WK. 1	55.4	56.8	57.7	59.1	60.1	60.8	61.4	61.7	62.2	62.6	62.6	62.5	60.5	59.7	59.1	58.5
WK 2	56.0	57.5	56.9	57.9	58.7	60.8	61.2	61.6	61.5	62.3	62.6	62.7	60.4	59.8	59.7	58.7

Households: 76,300,000

For explanation of symbols, See page A.

EVE.SAT. FEB.9, 1980

## NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

**EVE.SUN. FEB.3, 1980**

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
EVE. SUN. FEB. 3, 1980																
ABC TV																
TOTAL AUDIENCE holds (000) & %	{	17,010 22.3				23,120 30.3				22,510 29.5						
		GALACTICA 1980 PT 2				TENSPEED AND BROWN SHOE (OP)				ABC SUNDAY NIGHT MOVIE TELEFON						
AVERAGE AUDIENCE holds (000) & %	{	14,120 18.5				19,000 24.9				15,720 20.6						
PERCENTAGE OF AUDIENCE BY 1/4 HR.	%	27	17.6*			35	25.1*			31	20.6*		20.5*		21.1*	20.1
TOTAL AUDIENCE holds (000) & %	{	26,170 34.3				19,000 24.9		18,310 24.0		21,970 28.8	20,910 27.4		18,850 24.7			
		60 MINUTES				ARCHIE BUNKER'S PLACE		ONE DAY AT A TIME (OP)		ALICE		JEFFERSONS		TRAPPER JOHN, M.D.		
AVERAGE AUDIENCE holds (000) & %	{	22,280 29.2	28.3*			17,320 22.7		17,010 22.3		19,840 26.0	19,460 25.5		16,180 21.2			
PERCENTAGE OF AUDIENCE BY 1/4 HR.	%	43	43*			32	32	32		37	37		34	21.8*		20.7*
TOTAL AUDIENCE holds (000) & %	{	16,480 21.6				27,010 35.4				25.2	26.9	25.1	25.9	22.3	21.4	21.0
		DISNEY'S WONDERFUL WORLD THE COMPUTER MORE TENNIS SHOES, PART 2 (R)				BOB HOPE USO RETROSPECTIVE (OP)										
ABC TV																
TOTAL AUDIENCE holds (000) & %	{	12,440 16.3	15.4*			15,640 20.5	18.5*			21.4*		22.2*		21.4*		19.2*
PERCENTAGE OF AUDIENCE BY 1/4 HR.	%	24	23*			30	26*		20.2*	30*		32*		33*		32*
TOTAL AUDIENCE holds (000) & %	{	16,400 21.5				23,880 31.3				24,720 32.4						
		GALACTICA 1980 PT 3				TENSPEED AND BROWN SHOE (OP)				ABC SUNDAY NIGHT MOVIE THE DEEP, PART 1						
AVERAGE AUDIENCE holds (000) & %	{	13,660 17.9	16.9*			19,380 25.4	24.6*			18,770 24.6	25.0*	25.4*		24.8*		23.2*
PERCENTAGE OF AUDIENCE BY 1/4 HR.	%	27	26*			35	35*		26.2*	36	35*	36*		37*		38*
TOTAL AUDIENCE holds (000) & %	{	25,030 32.8				21,590 28.3		19,380 25.4		20,830 27.3	19,380 25.4		17,700 23.2			
		60 MINUTES				ARCHIE BUNKER'S PLACE		ONE DAY AT A TIME (OP)		ALICE		JEFFERSONS		TRAPPER JOHN, M.D.		
AVERAGE AUDIENCE holds (000) & %	{	20,910 27.4	26.6*			19,380 25.4		18,310 24.0		19,080 25.0	18,460 24.2		15,110 19.8	20.2*		19.4*
PERCENTAGE OF AUDIENCE BY 1/4 HR.	%	41	41*			36	36	33		35	34		31	31*		31*
TOTAL AUDIENCE holds (000) & %	{	17,090 22.4				23,960 31.4										
		DISNEY'S WONDERFUL WORLD DONALD'S VALENTINE DAY SALUTE				BOB HOPE USO RETROSPECTIVE (OP)										
ABC TV																
AVERAGE AUDIENCE holds (000) & %	{	13,200 17.3	16.6*			13,120 17.2	16.9*			17.6*		17.5*		17.0*		16.1*
PERCENTAGE OF AUDIENCE BY 1/4 HR.	%	26	25*			25	24*			24*		25*		26*		26*
TOTAL AUDIENCE holds (000) & %	{	16.0	17.2	17.8	18.1	16.4	17.4	18.0	18.2	17.9	17.2	17.9	17.1	17.2	16.8	16.7
DS USING TV WK. 1																
Def. 1) WK. 2																
Households: 76,300,000																

For explanation of symbols. See page A

EVE.SUN. FEB.10, 1980



MON.-FRI. 11:30 P.M. - 1:45 A.M.

For explanation of symbols, See page A

MON.-FRI. 11:30 P.M. - 1:45 A.M.

# NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN.28-FEB.1, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
DAY MON.-FRI. JAN.28-FEB.1, 1980																
TOTAL AUDIENCE																
holds (000) & %	4,120 5.4				5,720 7.5				(SUS)(OP)							
← GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) → ← GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) →																
BC TV																
RAGE AUDIENCE																
holds (000) & %	3,200 4.2				4,810 6.3											
RE OF AUDIENCE %	25				31											
AUD. BY ¼ HR. %	4.1 4.3				6.1 6.5											
TOTAL AUDIENCE																
holds (000) & %	3,510 4.6				3,820 5.0				3,050 4.0				3,510 4.6			
← MORNING MON-FRI (CO-OP) (PARTICIPATING) → ← CAPTAIN KANGAROO →																
BS TV																
RAGE AUDIENCE																
holds (000) & %	2,370 3.1				2,290 3.0				2,750 3.6				2,980 3.9			
RE OF AUDIENCE %	19				15				16				17			
AUD. BY ¼ HR. %	2.8 3.2 3.2				2.6 2.9 3.0 3.3				3.3 3.8				3.8 4.1			
TOTAL AUDIENCE																
holds (000) & %	3,970 5.2				5,880 7.7				4,120 5.4				4,730 6.2			
← TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING) → ← TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) →																
BC TV																
RAGE AUDIENCE																
holds (000) & %	3,130 4.1				4,730 6.2				3,660 4.8				4,040 5.3			
RE OF AUDIENCE %	24				30				22				24			
AUD. BY ¼ HR. %	3.9 4.3				6.3 6.0				4.7 5.0				5.2 5.5			
TOTAL AUDIENCE																
holds (000) & %	4,350 5.7				8,030 7.9											
← GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) → ← GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) →																
C TV																
RAGE AUDIENCE																
holds (000) & %	3,360 4.4				5,040 6.6											
RE OF AUDIENCE %	24				30											
AUD. BY ¼ HR. %	4.3 4.6				6.5 6.7											
TOTAL AUDIENCE																
holds (000) & %	3,740 4.9				4,270 5.6				3,740 4.9				3,510 4.6			
← MORNING MON-FRI (CO-OP) (PARTICIPATING) → ← CAPTAIN KANGAROO →																
S TV																
RAGE AUDIENCE																
holds (000) & %	2,440 3.2				2,670 3.5				3,280 4.3				3,130 4.1			
RE OF AUDIENCE %	18				16				19				18			
AUD. BY ¼ HR. %	3.2 3.1 3.2				3.0 3.3 3.7 4.0				4.1 4.5				4.0 4.2			
TOTAL AUDIENCE																
holds (000) & %	4,430 5.8				5,570 7.3				4,350 5.7				4,880 6.4			
← TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING) → ← TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) →																
C TV																
RAGE AUDIENCE																
holds (000) & %	3,590 4.7				4,730 6.2				3,820 5.0				4,270 5.6			
RE OF AUDIENCE %	25				28				22				24			
AUD. BY ¼ HR. %	4.5 4.8				6.3 6.1				4.9 5.1				5.5 5.8			
US USING TV WK. 1																
WK. 2	7.8	10.3	12.8	14.8	16.9	18.5	19.0	19.6	20.5	21.2	21.8	22.1	21.7	22.2	22.1	22.9
Households: 76,300,000	8.6	11.3	14.0	16.1	17.8	19.4	20.4	20.8	21.5	22.5	22.9	23.1	22.7	23.0	22.9	23.6

For explanation of symbols, See page A.

DAY MON.-FRI. FEB.4-8, 1980



# NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN.28-FEB.1, 1980

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
<b>BC TV</b>																
TOTAL AUDIENCE Households (000) & %	{ 5,340 7.0		6,100 8.0		4,880 6.4		6,560 8.6		9,610 12.6				8,930 11.7			
PROGRAM	LAVERNE & SHIRLEY M-F		FAMILY FEUD		\$20,000 PYRAMID		RYAN'S HOPE (SUS)(OP)		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE (SUS)(OP)			
AVERAGE AUDIENCE Households (000) & %	{ 4,580 6.0		5,110 6.7		4,120 5.4		5,650 7.4		7,320 9.6				6,790 8.9			
PERCENT OF AUDIENCE	{ 26		26		19		25		30	9.1*		10.2*	28	8.8*		9.0*
PERCENT OF AUDIENCE BY 1/4 HR.	{ 5.9	6.1	6.5	7.0	5.2	5.7	7.2	7.5	8.9	9.3	10.1	10.3	8.9	8.7	9.0	9.0
<b>BS TV</b>																
TOTAL AUDIENCE Households (000) & %	{ 5,950 7.8		7,020 9.2				7,480 9.8		8,240 10.8		9,000 11.8				8,550 11.2	
PROGRAM	PRICE IS RIGHT 1		PRICE IS RIGHT 2				SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS				AS THE WORLD TURNS			
AVERAGE AUDIENCE Households (000) & %	{ 5,340 7.0		6,180 8.1				6,490 8.5		7,400 9.7		6,870 9.0				7,170 9.4	
PERCENT OF AUDIENCE	{ 30		32				28		34		28	8.6*			9.4*	9.4*
PERCENT OF AUDIENCE BY 1/4 HR.	{ 6.6	7.3	7.8	8.4			8.5	8.5	9.5	9.9	8.5	8.6	9.3	9.5	9.3	9.4
<b>BC TV</b>																
TOTAL AUDIENCE Households (000) & %	{ 4,580 6.0		5,190 6.8		3,200 4.2		5,340 7.0		7,250 9.5				5,650 7.4		8,160 10.7	
PROGRAM	HIGH ROLLERS		WHEEL OF FORTUNE (SUS)(OP)		CHAIN REACTION		PASSWORD PLUS (SUS)(OP)		DAYS OF OUR LIVES				DOCTORS			
AVERAGE AUDIENCE Households (000) & %	{ 3,970 5.2		4,580 6.0		2,750 3.6		4,500 5.9		5,420 7.1				5,110 6.7		5,720 7.5	
PERCENT OF AUDIENCE	{ 22		24		12		20		22	6.9*		7.3*	21		23	7.2*
PERCENT OF AUDIENCE BY 1/4 HR.	{ 5.720 7.5		6,410 8.4		4,960 6.5		6,330 8.3		9,690 12.7				8,550 11.2			23 *
<b>BC TV</b>																
TOTAL AUDIENCE Households (000) & %	{ 4,880 6.4		5,420 7.1		4,200 5.5		5,420 7.1		7,480 9.8				6,490 8.5			
PROGRAM	LAVERNE & SHIRLEY M-F		FAMILY FEUD		\$20,000 PYRAMID		RYAN'S HOPE (SUS)(OP)		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE (SUS)(OP)			
AVERAGE AUDIENCE Households (000) & %	{ 4,880 6.4		5,420 7.1		4,200 5.5		5,420 7.1		7,480 9.8				6,490 8.5			
PERCENT OF AUDIENCE	{ 27		27		19		24		32	9.5*		10.1*	28	8.4*		8.7*
PERCENT OF AUDIENCE BY 1/4 HR.	{ 6.4	6.5	6.8	7.3	5.1	5.9	7.0	7.2	9.3	9.7	10.1	10.2	8.5	8.3	8.7	8.7
<b>BS TV</b>																
TOTAL AUDIENCE Households (000) & %	{ 5,880 7.7		6,790 8.9				6,330 8.3		8,550 11.2				8,550 11.2			
PROGRAM	PRICE IS RIGHT 1		PRICE IS RIGHT 2				SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS				AS THE WORLD TURNS			
AVERAGE AUDIENCE Households (000) & %	{ 5,190 6.8		6,030 7.9				5,490 7.2		6,640 8.7				6,790 8.9			
PERCENT OF AUDIENCE	{ 29		31				24		29	8.7*		8.6*	29	9.0*		8.8*
PERCENT OF AUDIENCE BY 1/4 HR.	{ 6.4	7.2	7.7	8.1			7.1	7.4	8.5	8.9	8.4	8.8	8.9	9.0	8.9	8.8
<b>BC TV</b>																
TOTAL AUDIENCE Households (000) & %	{ 4,960 6.5		6,030 7.9		3,890 5.1		5,650 7.4		7,550 9.9				5,800 7.6		8,090 10.6	
PROGRAM	HIGH ROLLERS		WHEEL OF FORTUNE (SUS)(OP)		CHAIN REACTION		PASSWORD PLUS (SUS)(OP)		DAYS OF OUR LIVES				DOCTORS			
AVERAGE AUDIENCE Households (000) & %	{ 4,430 5.8		5,260 6.9		3,360 4.4		4,810 6.3		5,800 7.6				5,340 7.0		5,800 7.6	
PERCENT OF AUDIENCE	{ 24		27		15		21		25	7.4*		7.8*	23		23	7.3*
PERCENT OF AUDIENCE BY 1/4 HR.	{ 5.6	5.9	6.6	7.2	4.3	4.6	6.1	6.5	7.4	7.4	7.8	7.8	6.9	7.1	7.2	7.3
<b>DS USING TV WK. 1</b>	23.2	24.0	25.2	27.0	29.1	30.6	30.7	30.7	30.7	31.4	31.4	31.9	31.2	31.4	31.3	32.2
<b>Def. 1)</b>	24.1	24.8	25.7	27.3	28.8	30.1	30.1	30.3	30.0	30.5	30.5	31.1	30.7	31.2	31.2	31.9

Households: 76,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. FEB.4-8, 1980

## NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN.28-FEB.1, 1980

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45									
DAY MON.-FRI., JAN. 28-FEB. 9, 1980																									
ABC TV																									
TOTAL AUDIENCE Households (000) & %)		{	9,920 13.0											4,730 6.2						12,970 17.0					
			GENERAL HOSPITAL → (SUS)(OP)  EDGE OF NIGHT																						
RANGE AUDIENCE Households (000) & %)		{	7,940 10.4	9.9*	10.9*											4,120 5.4						11,520 15.1			
% SHARE OF AUDIENCE		%	31	30 *	32 *											15						25			
% G. AUD. BY ¼ HR.		%	9.6	10.2	10.7	11.0											5.4	5.5						14.7	15.5
CBS TV																									
TOTAL AUDIENCE Households (000) & %)		{					7,710 10.1											3,590 4.7						14,420 18.9	
							GUIDING LIGHT      ONE DAY AT A TIME-M-F  LOVE OF LIFE																		
RANGE AUDIENCE Households (000) & %)		{					6,790 8.9											3,130 4.1						12,890 16.9	
% SHARE OF AUDIENCE		%					29 *											11						28	
% S. AUD. BY ¼ HR.		%	9.5	9.4	8.3	9.4											4.0	4.2						16.7	17.2
NBC TV																									
TOTAL AUDIENCE Households (000) & %)		{	ANOTHER WORLD →																12,210 16.0						
RANGE AUDIENCE Households (000) & %)		{																	11,140 14.6						
% SHARE OF AUDIENCE		%																	24						
% G. AUD. BY ¼ HR.		%	7.6	7.5	7.7	8.0											5.1						14.3	15.0	
HOUSEHOLDS (000) & %)		{	9,480 12.4											5,110 6.7						12,210 16.4					
			GENERAL HOSPITAL → (SUS)(OP)  EDGE OF NIGHT																						
TOTAL AUDIENCE Households (000) & %)		{	7,780 10.2	9.7*	10.6*											4,430 5.8						10,990 14.4			
% RAGE AUDIENCE		%	30	30 *	30 *											16						24			
% RE OF AUDIENCE		%	9.3	10.1	10.5	10.6											5.8	5.7						14.2	14.6
CBS TV																									
TOTAL AUDIENCE Households (000) & %)		{	8,620 11.3											3,280 4.3						14,120 18.5					
			GUIDING LIGHT →  ONE DAY AT A TIME-M-F (M-WTHF)(S)(OP)																						
RANGE AUDIENCE Households (000) & %)		{	7,100 9.3	9.1*	9.6*											2,900 3.8						12,740 16.7			
% SHARE OF AUDIENCE		%	27	28 *	27 *											11						28			
% S. AUD. BY ¼ HR.		%	8.9	9.2	9.5	9.5											3.7	3.9						16.6	16.8
NBC TV																									
TOTAL AUDIENCE Households (000) & %)		{	ANOTHER WORLD →  (S)(OP)																12,670 16.6						
RANGE AUDIENCE Households (000) & %)		{																	11,370 14.9						
% SHARE OF AUDIENCE		%																	25						
% S. AUD. BY ¼ HR.		%	7.6	7.7	7.8	8.0																	14.8	15.0	
LOS USING TV WK. 1		Def. 1.)	33.2	34.2	34.2	35.7	36.2	38.3	39.5	41.4	43.2	45.5	47.9	51.0	54.9	57.5	59.3	61.4							
WK. 2			32.2	34.0	35.3	36.3	36.0	37.9	39.3	40.8	42.8	45.3	47.8	51.0	55.2	58.2	59.5	60.7							
Households: 7/5-2000000																									

For explanation of symbols, See page A.

DAY MON.-FRI. FEB. 4-8, 1980



# NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. FEB. 2, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
TOTAL AUDIENCE																	
Households (000) & %	{				3,740 4.9	5,490 7.2		5,190 6.8		5,570 7.3		5,190 6.8		6,490 8.5			
BC TV																	
GREATEST SUPERFRIENDS-1																	
HOUSEHOLD AUDIENCE	{				3,130	4,430		4,430		4,430		4,500		5,340			
HOUSEHOLD AUDIENCE	{				4.1	5.8		5.8		5.8		5.9		7.0			
PERCENT OF AUDIENCE	{				29	30		25		23		22		25			
AUD. BY 1/4 HR.	{				3.9	4.4	5.6	5.9	5.6	6.1	5.7	5.9	5.8	6.0	7.2	6.9	
TOTAL AUDIENCE																	
Households (000) & %	{				3,740 4.9	5,040 6.6		7,400 9.7		9,080 11.9		9,610 12.6		8,550 11.2			
BS TV																	
MIGHTY MOUSE-HECKL-JECKL1 (OP)																	
HOUSEHOLD AUDIENCE	{				3,130	3,970		6,410		7,940		8,620		7,480			
HOUSEHOLD AUDIENCE	{				4.1	5.2		8.4		10.4		11.3		9.8			
PERCENT OF AUDIENCE	{				27	26		34		40		42		34			
AUD. BY 1/4 HR.	{				3.6	4.6	4.7	5.7	8.1	8.7	10.1	10.7	10.5	12.2	10.2	9.3	
TOTAL AUDIENCE																	
Households (000) & %	{				3,280 4.3	4,810 6.3		5,340 7.0		5,650 7.4		6,030 7.9		5,950 7.8			
BC TV																	
BAY CITY ROLLERS (SUS)																	
GODZILLA/GLOBETROTTERS 1																	
HOUSEHOLD AUDIENCE	{				2,670	3,890		4,580		4,960		5,040		4,810			
HOUSEHOLD AUDIENCE	{				3.5	5.1		6.0		6.5		6.6		6.3			
PERCENT OF AUDIENCE	{				25	26		26		25		24		22			
AUD. BY 1/4 HR.	{				4.040 5.3	5,880 7.7		5,570 7.3		5,720 7.5		5,490 7.2		6,100 8.0			
BC TV																	
GREATEST SUPERFRIENDS-1																	
HOUSEHOLD AUDIENCE	{				3,050	4,650		4,650		4,810		4,500		5,110			
HOUSEHOLD AUDIENCE	{				4.0	6.1		6.1		6.3		5.9		6.7			
PERCENT OF AUDIENCE	{				30	32		25		24		21		24			
AUD. BY 1/4 HR.	{				3.2	4.8	5.9	6.2	6.1	6.2	6.1	6.4	6.3	5.5	6.4	7.1	
TOTAL AUDIENCE																	
Households (000) & %	{				3,890 5.1	5,340 7.0		8,470 11.1		9,840 12.9		10,220 13.4		9,310 12.2			
BS TV																	
MIGHTY MOUSE-HECKL-JECKL1 (OP)																	
HOUSEHOLD AUDIENCE	{				3,050	4,350		6,940		8,240		9,160		8,090			
HOUSEHOLD AUDIENCE	{				4.0	5.7		9.1		10.8		12.0		10.6			
PERCENT OF AUDIENCE	{				27	28		37		40		43		38			
AUD. BY 1/4 HR.	{				3.3	4.6	5.2	6.1	8.3	9.9	10.0	11.6	11.8	12.2	11.0	10.2	
TOTAL AUDIENCE																	
Households (000) & %	{				2,820 3.7	4,270 5.6		5,040 6.6		6,030 7.9		5,800 7.6		5,190 6.8			
BC TV																	
BAY CITY ROLLERS (SUS)																	
GODZILLA/GLOBETROTTERS 1																	
HOUSEHOLD AUDIENCE	{				2,210	3,280		4,200		5,040		5,040		4,580			
HOUSEHOLD AUDIENCE	{				2.9	4.3		5.5		6.6		6.6		6.0			
PERCENT OF AUDIENCE	{				21	23		23		25		23		21			
AUD. BY 1/4 HR.	{				2.8	3.1	4.0	4.7	5.1	5.9	6.8	6.4	6.8	6.5	5.9	6.2	
LDS USING TV WK. 1																	
Def. 1)	WK. 2	4.6	6.4	8.0	10.5	13.8	16.2	18.6	21.0	23.8	25.0	26.1	26.5	26.3	28.0	28.9	28.4
		5.1	6.9	8.1	10.2	13.4	16.5	19.0	21.4	23.6	25.9	26.2	27.3	27.7	27.6	27.3	28.1

# NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. FEB. 2, 1980

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
<b>ABC TV</b>	7,480 9.8 SCOOPY AND SCRAPPY DOO-2 (OP) 6,330 8.3 29 8.6 8.1 6.5 6.6 8,620 11.3 ALL NEW POPEYE HOUR 2 (OP) 7,170 9.4 33 9.3 4,500 5.9 CASPER AND THE ANGELS (OP) 3,970 5.2 18 7,250 9.5 SCOOPY AND SCRAPPY DOO-2 (OP) 6,030 7.9 28 7.7 8,770 11.5 ALL NEW POPEYE HOUR 2 (OP) 7,320 9.6 34 10.3 3,970 5.2 CASPER AND THE ANGELS (OP) 3,430 4.5 16 4.3 HOUSEHOLDS USING TV WK. 1 WK. 2 28.6 29.0 28.7 28.4 27.5 28.2 29.3 29.9 30.2 30.8 31.1 31.7 31.3 31.9 33.0 34.1 28.4 28.3 27.6 28.7 28.7 29.0 29.2 30.2 30.9 32.6 31.7 30.9 31.3 32.0 32.4 32.9															
<b>BC TV</b>	6,030 7.9 SPIDERWOMAN (OP) 5,040 6.6 24 6.5 8,010 10.5 NEW FAT ALBERT SHOW (OP) 6,940 9.1 32 9.4 5,650 7.4 21 6.7 3,820 5.0 HOT HERO SANDWICH PART I 2,750 3.6 13 5,880 7.7 27 6.7 6,870 9.0 NEW FAT ALBERT SHOW (OP) 5,880 7.7 27 7.9 5,340 7.0 JETSONS (OP) 4,500 5.9 21 5.7 HOUSEHOLDS USING TV WK. 1 WK. 2 28.6 29.0 28.7 28.4 27.5 28.2 29.3 29.9 30.2 30.8 31.1 31.7 31.3 31.9 33.0 34.1 28.4 28.3 27.6 28.7 28.7 29.0 29.2 30.2 30.9 32.6 31.7 30.9 31.3 32.0 32.4 32.9															
<b>BS TV</b>	6,490 8.5 ABC WEEKEND SPECIALS THE GOLD BUG, PART 1 5,190 6.8 25 6.3 6,490 8.5 SHAZAM (OP) 5,420 7.1 26 7.6 3,820 5.0 HOT HERO SANDWICH PART I 2,750 3.6 13 5,880 7.7 27 6.7 6,870 9.0 NEW FAT ALBERT SHOW (OP) 5,880 7.7 27 7.9 5,340 7.0 JETSONS (OP) 4,500 5.9 21 5.7 HOUSEHOLDS USING TV WK. 1 WK. 2 28.6 29.0 28.7 28.4 27.5 28.2 29.3 29.9 30.2 30.8 31.1 31.7 31.3 31.9 33.0 34.1 28.4 28.3 27.6 28.7 28.7 29.0 29.2 30.2 30.9 32.6 31.7 30.9 31.3 32.0 32.4 32.9															
<b>CS TV</b>	7,020 9.2 AMERICAN BANDSTAND '80 4,270 5.6 19 5.6 6,710 8.8 TARZAN AND SUPER SEVEN 1 (OP) 5,650 7.4 25 5.3 3,130 4.1 HOT HERO SANDWICH PART II 2,520 3.3 11 6,710 8.8 TARZAN AND SUPER SEVEN 2 (OP) 6,100 8.0 26 5.5 8,390 11.0 NBC'S OLYMPIC DIARY 3,970 5.2 16 4.2 10,220 13.4 NCAA BASKETBALL GAME-SAT. VARIOUS TEAMS & TIMES (2:30-5:00PM) 4,650 6.1 16 5.4 HOUSEHOLDS USING TV WK. 1 WK. 2 28.6 29.0 28.7 28.4 27.5 28.2 29.3 29.9 30.2 30.8 31.1 31.7 31.3 31.9 33.0 34.1 28.4 28.3 27.6 28.7 28.7 29.0 29.2 30.2 30.9 32.6 31.7 30.9 31.3 32.0 32.4 32.9															

For explanation of symbols, See page A.

DAY SAT. FEB. 9, 1980



# NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. FEB. 2, 1980

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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<b>ABC TV</b> TOTAL AUDIENCE (000) & % { 10,680 14.0 19,610 25.7 AMERICAN SPORTSMAN PRO BOWLERS TOUR ABC WIDE WORLD-SPORTS SAT AGE AUDIENCE (000) & % { 6,790 10,680 SHARE OF AUDIENCE % 6.1* 8.9 7.8* 9.1* 9.9* 14.0 13.4* 14.7* 14.0* AUD. BY 1/4 HR. % 18* 23 22* 23* 24* 30 31* 32* 28* 6.3 6.0 7.4 8.2 8.8 9.3 9.7 10.2 13.4 13.4 14.8 14.6 13.9 14.0																
<b>CBS TV</b> TOTAL AUDIENCE (000) & % { 9,920 13.0 9,610 12.6 7,250 9.5 CBS SPORTS SPECTACULAR BING CROSBY-PRO AM-SAT CBS SAT. NEWS-SCHIEFFER AGE AUDIENCE (000) & % { 6,100 5,110 6,410 SHARE OF AUDIENCE % 8.0 6.7 6.6* 6.3* 7.1* 8.4 AUD. BY 1/4 HR. % 21 15 16* 14* 15* 16 5.9 7.0 7.7 8.8 9.3 9.0 7.0 6.3 6.2 6.4 7.1 7.1 7.8 8.9																
<b>NBC TV</b> TOTAL AUDIENCE (000) & % { 10,450 13.7 7,940 10.4 NBC'S OLYMPIC DIARY NCAA BASKETBALL GAME-SAT. VARIOUS TEAMS AND TIMES (3:30-6:00PM) NBC NIGHTLY NEWS-SAT. AGE AUDIENCE (000) & % { 4,500 7,100 SHARE OF AUDIENCE % 6.2* 5.9 5.4* 5.4* 7.2* 9.3 AUD. BY 1/4 HR. % 18* 15 15* 13* 17* 18 5.9 6.6 5.7 5.9 5.6 5.2 5.1 5.2 5.9 7.6 8.0 8.0 8.0 8.0																
<b>ABC TV</b> TOTAL AUDIENCE (000) & % { 12,670 16.6 18,770 24.6 AMERICAN SPORTSMAN PRO BOWLERS TOUR (SUS)(OP) ABC WIDE WORLD SPORTS SAT AGE AUDIENCE (000) & % { 7,940 11,220 SHARE OF AUDIENCE % 6.0* 10.4 8.8* 10.5* 11.9* 14.7 13.7* 14.9* 15.4* AUD. BY 1/4 HR. % 17* 26 23* 26* 28* 31 31* 32* 30* 5.8 6.2 8.6 9.1 10.3 10.7 12.0 11.8 13.3 14.1 14.8 15.1 15.7 15.0																
<b>CBS TV</b> TOTAL AUDIENCE (000) & % { 5,420 7.1 10,300 13.5 11,750 15.4 GRAND SLAM TENNIS-SAT CBS SPORTS SPECTACULAR CBS SAT. NEWS-SCHIEFFER AGE AUDIENCE (000) & % { 2,520 5,260 10,150 SHARE OF AUDIENCE % 3.3 3.3* 3.0* 3.5* 6.9 6.0* 7.2* 7.5* 13.3 AUD. BY 1/4 HR. % 9 10* 8* 9* 16 14* 17* 16* 25 3.4 3.1 2.9 3.2 3.5 3.5 5.6 6.4 7.1 7.2 7.2 7.7 13.1 13.4																
<b>NBC TV</b> TOTAL AUDIENCE (000) & % { 8,850 11.6 7,250 9.5 NCAA BASKETBALL GAME-SAT VARIOUS TEAMS AND TIMES (2:30-5:00PM) HAWAIIAN OPEN GOLF-SAT NBC NIGHTLY NEWS-SAT. AGE AUDIENCE (000) & % { 3,890 6,100 SHARE OF AUDIENCE % 5.7* 6.1* 7.3* 5.1 4.4* 5.2* 5.3* 5.7* 8.0 AUD. BY 1/4 HR. % 16* 16* 18* 12 11* 13* 12* 12* 15 5.8 5.6 5.7 6.5 7.0 7.5 4.1 4.7 5.0 5.3 5.2 5.4 5.5 5.8 7.6 8.4																
<b>US USING TV WK. 1</b> 34.8 34.6 35.2 37.1 38.2 39.6 40.3 42.2 42.7 44.1 45.1 46.7 49.0 51.3 52.3 53.3 <b>WK. 2</b> 34.0 35.1 36.7 38.6 39.6 40.6 42.4 44.0 43.5 44.7 46.2 47.6 50.1 52.3 54.4 54.4 <b>Households</b> 76,300,000																

For explanation of symbols, See page A.

DAY SAT. FEB. 9, 1980

# NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. FEB. 3, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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<b>L. AUDIENCE</b> olds (000) & % <b>C TV</b> <b>AGE AUDIENCE</b> olds (000) & % E OF AUDIENCE % AUD. BY ¼ HR. %																
																3,360
																4.4
																KIDS ARE PEOPLE TOO I (SUS)
																KIDS ARE PEOPLE TOO II
																2,900
																3.8
																16
																3.9 3.7

<b>L. AUDIENCE</b> olds (000) & % <b>S TV</b> <b>AGE AUDIENCE</b> olds (000) & % E OF AUDIENCE % AUD. BY ¼ HR. %																
					990		920		4,430							
					1.3		1.2		5.8							
					SKATEBIRDS (OP)		JASON OF STAR COMMAND (OP)									
											SUNDAY MORNING					FOR OUR TIMES (SUS)
					840		760		2,750							
					1.1		1.0		3.6	2.9*		3.7*			4.1*	
					12		7		17	16 *		18 *			17 *	
					.9	1.3	.9	1.1	2.8	3.1	3.5	3.9	4.1		4.2	

<b>L. AUDIENCE</b> olds (000) & % <b>C TV</b> <b>AGE AUDIENCE</b> olds (000) & % E OF AUDIENCE % AUD. BY ¼ HR. %																

<b>L. AUDIENCE</b> olds (000) & % <b>C TV</b> <b>AGE AUDIENCE</b> olds (000) & % E OF AUDIENCE % AUD. BY ¼ HR. %																
																5.5
																KIDS ARE PEOPLE TOO I (SUS)
																KIDS ARE PEOPLE TOO II
																3,280
																4.3
																16
																4.3 4.3

<b>L. AUDIENCE</b> olds (000) & % <b>S TV</b> <b>AGE AUDIENCE</b> olds (000) & % E OF AUDIENCE % AUD. BY ¼ HR. %																
					610		1,140		3,970							
					.8		1.5		5.2							
					SKATEBIRDS (OP)		JASON OF STAR COMMAND (OP)									
											SUNDAY MORNING					FOR OUR TIMES (SUS)
					530		840		2,440							
					.7		1.1		3.2	2.8*		3.5*			3.2*	
					7		8		14	15 *		16 *			12 *	
					.6	.8	1.0	1.3	2.6	2.9	3.7	3.2	3.2		3.3	

<b>L. AUDIENCE</b> olds (000) & % <b>C TV</b> <b>AGE AUDIENCE</b> olds (000) & % E OF AUDIENCE % AUD. BY ¼ HR. %																

US USING TV WK. 1	3.4	4.9	5.8	7.3	9.4	11.4	13.6	15.8	17.6	19.4	21.0	22.6	23.5	24.5	24.3	24.2
ef. 1) WK. 2	3.7	4.4	5.8	7.7	9.6	11.8	13.7	15.4	17.8	19.7	21.4	23.4	25.5	26.9	26.8	27.2

Households: 76,300,000

For explanation of symbols, See page A.

DAY SUN. FEB. 10, 1980



# NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. FEB. 3, 1980

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
<b>BC TV</b>																
<b>AL AUDIENCE</b>																
holds (000) & %	{	3,890	3,130	4,040									10,450			
		5.1	4.1	5.3									13.7			
<b>BC TV</b>																
<b>AGE AUDIENCE</b>																
holds (000) & %	{	3,050	2,520	3,050									6,640			
		4.0	3.3	4.0									8.7	7.3*		9.4*
<b>RE OF AUDIENCE</b>																
%		16	12	14									23	20*		25*
<b>AUD. BY 1/4 HR.</b>																
%		3.8	4.3	3.1	3.5	4.1	3.8						6.3	8.2	9.2	9.7
<b>AL AUDIENCE</b>																
holds (000) & %	{		4,200						15,410							
			5.5						20.2							
<b>BC TV</b>																
<b>AGE AUDIENCE</b>																
holds (000) & %	{		3,660						7,550							
			4.8						9.9	7.8*		9.8*		9.9*		10.6*
<b>RE OF AUDIENCE</b>																
%			18						27	24*		28*		28*		28*
<b>AUD. BY 1/4 HR.</b>																
%			4.8	4.8					7.4	8.2	9.6	10.0	9.9	9.9	10.3	10.9
<b>AL AUDIENCE</b>																
holds (000) & %	{						4,810						7,940			
							6.3						10.4			
<b>BC TV</b>																
<b>AGE AUDIENCE</b>																
holds (000) & %	{						3,740						3,280			
							4.9						4.3	4.6*		4.0*
<b>RE OF AUDIENCE</b>																
%							17						11	13*		11*
<b>AUD. BY 1/4 HR.</b>																
%																
<b>AL AUDIENCE</b>																
holds (000) & %	{	4,960	2,820	4,810									12,590			
		6.5	3.7	6.3									16.5			
<b>BC TV</b>																
<b>AGE AUDIENCE</b>																
holds (000) & %	{	3,890	2,440	3,820									7,320			
		5.1	3.2	5.0									9.6	7.0*		11.0*
<b>RE OF AUDIENCE</b>																
%		19	12	17									25	19*		29*
<b>AUD. BY 1/4 HR.</b>																
%		5.0	5.2	3.2	3.2	4.9	5.2						6.0	7.9	10.6	11.4
<b>AL AUDIENCE</b>																
holds (000) & %	{		4,730						9,460							
			6.2						12.4							
<b>BC TV</b>																
<b>AGE AUDIENCE</b>																
holds (000) & %	{		3,820						4,580							
			5.0						6.0	5.8*		6.2*		6.0*		5.8*
<b>RE OF AUDIENCE</b>																
%			19						17	18*		18*		17*		16*
<b>AUD. BY 1/4 HR.</b>																
%			5.0	5.0					5.4	6.1	6.3	6.2	5.9	6.0	5.8	5.9
<b>AL AUDIENCE</b>																
holds (000) & %	{						5,420		9,920						8,930	
							7.1		13.0						11.7	
<b>BC TV</b>																
<b>AGE AUDIENCE</b>																
holds (000) & %	{						4,350		5,720						4,040	
							5.7		7.5	6.5*		7.9*		8.0*	5.3	4.9*
<b>RE OF AUDIENCE</b>																
%							19		22	20*		22*		22*	14	13*
<b>AUD. BY 1/4 HR.</b>																
%							6.0	5.4	5.8	7.2	7.7	8.1	8.6	7.5	5.2	4.6
<b>US USING TV</b>																
Def. 1)	WK. 1	25.0	26.0	26.8	27.4	27.9	28.8	29.2	30.2	31.8	34.1	34.8	35.1	35.2	36.8	37.4
	WK. 2	26.3	27.4	26.4	26.4	27.9	29.5	30.6	31.8	32.8	34.3	35.7	37.2	37.4	37.8	38.2
<b>Households:</b>	76,300,000															

For explanation of symbols, See page A.

DAY SUN. FEB. 10, 1980

# NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. FEB.3, 1980

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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L. AUDIENCE (000) & %	12,210 16.0												17,240 22.6				10,990 14.4																			
	SUPER- STARS												INT'L CHAMPIONSHIP BOXING				ABC WIDE WORLD-SPORTS SUN				ABC WRLD NEWS TONIGHT-SUN															
AGE AUDIENCE (000) & %	7,860 10.3												10,530 13.8				9,460 12.4																			
RE OF AUDIENCE %	26 24 *												11.4 * 28 *				14.3 * 34 *				14.1 * 31 *				13.0 * 27 *											
AUD. BY 1/4 HR. %	9.9 9.3												9.5 11.1				11.7 13.5				15.0 15.4				12.9 12.8				13.2 12.1				12.6			

L. AUDIENCE																13,810																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
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L AUDIENCE olds (000) & %	12,280 16.1												11,670 15.3	
	NCAA BASKETBALL-NAT'L 2 LOUISVILLE VS ST. JOHN'S (2:00-4:06PM)(40P)						SPORTSWORLD (4:06-6:00PM)						NBC NIGHTLY NEWS- SUN.	
AGE AUDIENCE olds (000) & %	5,880												9,690	
IE OF AUDIENCE %	3.6*	4.5*	7.7	6.0*	6.4*	8.4*	9.7*							12.7
AND BY 1/4 HR.	9 *	11 *	18	15 *	16 *	19 *	21 *							22
AND BY 1/4 HR.	3.3	3.9	4.3	4.7	5.2	6.4	6.5	6.2	7.8	9.1	10.0	9.4	12.5	12.9
	16.7												26.7	
													15.3	

BC TV		SUPER- STARS		← INT'L CHAMPIONSHIP BOXING →				← ABC WIDE WORLD-SPORTS SUN →				ABC WRLD NEWS TONIGHT-SUN	
ERAGE AUDIENCE	{	9,160				12,740						10,220	
eholds (000) & %		12.0		11.7*		12.6*		16.7		16.1*		17.5*	
ARE OF AUDIENCE	%	31		30 *		32 *		37		38 *		36 *	
G. AUD. BY ¼ HR.	%	12.0	11.0	11.6	11.8	12.6	12.7	15.4	16.8	16.0	16.9	17.8	17.2
TAL AUDIENCE	{	6,710		11,900								8,470	
eholds (000) & %		8.8		15.6								11.1	

BS TV		(1) CBS SPORTS SPEC. SP. ED												GRAND SLAM TENNIS-SUN				CBS EVENING NEWS-DEAN	
ERAGE AUDIENCE		4,650				4,650										6,410			
eholds (000) & %		6.1		6.0*		6.1		5.6*		5.5*		5.7*		6.5*		8.4			
ARE OF AUDIENCE		16		16 *		14		15 *		13 *		13 *		14 *		14			
G. AUD. BY 1/4 HR.		6.5		6.3		6.2		5.8		5.4		5.3		5.7		6.1			
G. AUD. BY 1/4 HR.		6.3		6.2		5.8		5.4		5.3		5.7		6.2		6.1			
G. AUD. BY 1/4 HR.		6.2		5.8		5.4		5.3		5.7		6.2		6.8		8.1			
G. AUD. BY 1/4 HR.		6.8		8.1												10.6			
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BC TV		NCAA BASKETBALL NAT'L 2 DUKE VS MARQUETTE (2:30-4:40PM) (-OP)										HAWAIIAN OPEN GOLF-SUN (4:40-6:30PM)				NBC NIGHTLY NEWS-SUN.			
VERAGE AUDIENCE	{	4,880																7,710	
eholds (000) & %																			
ARE OF AUDIENCE																			
G. AUD. BY ¼ HR.	%	4.8	5.1*	4.8	4.9*	5.2	5.6*	6.4	5.2*	5.9	5.8*	6.1	6.3*	7.8	8.0*	10.1			
	%	13 *	13 *		13 *		15 *	14	12 *		13 *		13 *		16 *	17			
	%	4.8	5.3	4.8	5.0	5.2	5.9	5.8	5.0	5.9	5.8	6.1	6.6	7.8	8.1	9.5	10.7		
HOLDS USING TV	WK. 1	39.5	40.0	40.8	40.9	41.0	42.1	42.8	43.9	46.7	47.4	48.6	50.4	54.1	56.7	58.6	60.9		
ne Def. 1)	WK. 2	39.0	39.4	39.6	39.2	38.9	40.8	42.6	44.0	46.6	48.8	50.9	52.6	55.0	56.5	58.6	60.9		

HOLDS USING TV WK. 1	39.5	40.0	40.8	40.9	41.0	42.1	42.8	43.9	46.7	47.4	48.6	50.4	54.1	56.7	58.6	60.9
Def. 1)	39.0	39.4	39.6	39.2	38.9	40.8	42.6	44.0	46.6	48.8	50.9	52.6	55.0	56.5	58.6	60.9

TV Households: 76,300,000  
NBA BASKETBALL GAME, LOS ANGELES VS PHILADELPHIA, CBS

For explanation of symbols, See page A.

DAY SUN. FEB.10, 1980



## OTHER PROGRAMS

				WEEK 1					WEEK 2										
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS	%	HOUSEHOLDS	%	SHARE			%	HOUSEHOLDS	%	HOUSEHOLDS	%			SHARE	%
				(000)	%	(000)	%	%	%	(000)	%	%	(000)	%	(000)	%	%	%	
EVENING FRIDAY ABC ABC FRIDAY NIGHT MOVIE				1	9.00-11.33PM	GRID 11.00 11.15 11.30	22,810	29.9	13,810	18.1	29								
									18.2*	34*									
									18.4 18.1 16.6										
EVENING SATURDAY ABC ABC NEWSBRIEF-SAT. ABC ABC WEEKEND REPORT-SAT.					9.58- 9.59PM	9.45	18,460	24.2	18,460	24.2	39	24.2	16,940	22.2	16,940	22.2	35	22.2	
				1	11.00-11.15PM	11.00	8,010	10.5	7,710	10.1	19	10.1							
				2	11.00-11.30PM	11.00 11.15							8,850	11.6	7,320	9.6	18	10.4 8.8	
CBS NEWSBREAK SAT.					8.58- 8.59PM	8.45	9,840	12.9	9,840	12.9	21	12.9	10,000	13.1	10,000	13.1	21	13.1	
NBC NBC NEWS UPDATE-SAT.					8.58- 8.59PM	8.45	14,650	19.2	14,650	19.2	31	19.2	15,570	20.4	15,570	20.4	33	20.4	
NBC SATURDAY NIGHT				1	11.30-12.49AM	11.30	15,180	19.9	9,840	12.9	34	14.5							
				2	11.30-12.51AM	11.30 11.45 12.00 12.15 12.30 12.45							15,340	20.1	10,610	13.9	35	15.0 15.0 14.1 13.9 12.6 11.7	
									14.7*	35*		14.9 13.0 11.9 11.3 9.6				15.0* 14.0* 12.3*	34* 36* 36*		
EVENING SUNDAY ABC ABC NEWSBRIEF-SUN.				1	8.58- 8.59PM	8.45	16,330	21.4	16,330	21.4	30	21.4							
				2	8.57- 8.58PM	8.45							18,310	24.0	18,310	24.0	33	24.0	
CBS NEWSBREAK-SUN.					8.58- 8.59PM	8.45	16,250	21.3	16,250	21.3	30	21.3	16,630	21.8	16,630	21.8	30	21.8	
NBC NBC NEWS UPDATE-SUN.				2	9.08- 9.09PM	9.00							12,590	16.5	12,590	16.5	23	16.5	
				1	9.17- 9.18PM	9.15	15,410	20.2	15,410	20.2	28	20.2							
EVENING MONDAY-FRIDAY ABC ABC NEWSBRIEF-M-F					>	8.45 9.15 9.45	14,950	19.6	14,950	19.6	29	15.5 16.9 21.8	M-F MON. TU-TH	13,430	17.6	13,280	17.4	26	12.8 18.4 10.3 9.2 11.0 10.3
ABC ABC SPEC REPORT:IRAN-FRI(S)				2	11.30-11.46PM	11.30 11.45							8,240	10.8	7,780	10.2	24	10.3 9.2 11.0 10.3	
ABC ABC SPEC REPORT:IRAN-MON(S)					11.30-11.48PM	11.30 11.45	6,560	8.6	6,100	8.0	23	8.0 7.8	MON. MON.	9,080	11.9	8,320	10.9	32	11.0 10.3
ABC ABC SPEC REPORT:IRAN-THU(S)				1	11.30-12.04AM	11.30	8,160	10.7	6,710	8.8	27	9.5	THU.						
				2	11.30-11.45PM	11.30 11.45 12.00							8,090	10.6	7,480	9.8	27	9.8 7.7 11.7	
ABC ABC SPEC REPORT:IRAN-TUE(S)				1	11.30-12.03AM	11.30	9,840	12.9	8,160	10.7	32	11.7	TUE.						
				2	11.30-11.51PM	11.30 11.45 12.00							8,620	11.3	7,630	10.0	28	10.4 9.0	
ABC ABC SPEC REPORT:IRAN-WED(S)				1	11.30-11.47PM	11.30	9,230	12.1	8,470	11.1	31	11.3	TUE. TUE. WED.						
				2	11.30-11.45PM	11.30 11.45							9,540	12.5	9,160	12.0	34	12.0 9.8	

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1							WEEK 2															
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS									
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %											
EVENING MONDAY-FRIDAY-CONT'D																										
ABC BARNEY MILLER-11.30	1	11.48-12.23AM	11.45	5,110	6.7	4,120	5.4	19	5.1	MON.	6,180	8.1	4,650	6.1	23	6.4	MON.									
	2	11.48-12.24AM	11.45																							
			12.00																		6.2	MON.				
ABC CHARLIE'S ANGELS 11.30	2	11.46-12.54AM	11.45						5.5	MON.	7,550	9.9	5,040	6.6	20	5.9*	24*									
			12.00													5.6	MON.									
			12.15														6.2	FRI.								
			12.30														6.7*	20*								
ABC LOVE BOAT-11.30	1	11.47-12.55AM	11.45	7,630	10.0	5,490	7.2	30	7.3	WED.	7,860	10.3	5,950	7.8	33	6.6*	24*									
			11.45																				6.8	FRI.		
			12.00																				6.7*	20*		
			12.15																				6.6*	24*		
ABC POLICE WOMAN	2	11.45-12.53AM	11.45						7.8	WED.	6,030	7.9	3,820	5.0	19	8.0*	33*									
			12.00															7.8	WED.							
			12.15															7.0	WED.							
			12.30															7.3*	38*							
ABC TUESDAY MOVIE-WEEK-PART 1	2	11.51- 1.02AM	11.45						6.4	WED.	6,710	8.8	4,200	5.5	23	6.1	TUE.									
			12.00																							
			12.15																							
			12.30																							
ABC ABC SPEC REPORT:IRAN-FRI(S)	1	12.04-12.24AM	12.00	6,870	9.0	6,260	8.2	25	8.3	FRI.	5,880	7.7	4,880	6.4	28	5.6*	21*									
			12.15																							
			12.30																							
			12.45																							
ABC POLICE WOMAN	1	12.04- 1.12AM	12.00	5,190	6.8	3,510	4.6	23	8.0	FRI.	7,320	9.6	4,580	6.0	25	5.2*	26*									
			12.15																							
			12.30																							
			12.45																							
ABC TUESDAY MOVIE-WEEK-PART 1	1	12.03-12.58AM	12.00	5,880	7.7	4,880	6.4	28	4.7	THU.	7,320	9.6	4,580	6.0	25	4.4*	23*									
			12.15																							
			12.30																							
			12.45																							
ABC CHARLIE'S ANGELS-11.30	1	12.24- 1.32AM	12.00	7,320	9.6	4,580	6.0	25	4.2	THU.	7,320	9.6	4,580	6.0	25	4.4*	23*									
			12.15																							
			12.30																							
			12.45																							
ABC POLICE STORY	1	12.23- 1.23AM	12.00	4,730	6.2	3,360	4.4	24	4.0	THU.	3,970	5.2	2,900	3.8	23	4.4*	23*									
			12.15																							
			12.30																							
			12.45																							
CONT'D																										



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1							WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVENING MONDAY-FRIDAY-CONT'D																			
ABC POLICE STORY-CONT'D			1.15					4.3*	29*	4.3	MON.					3.4*	26*	3.3	MON.
ABC BARETTA-THU.	2	12.53- 1.42AM	12.45									3,890	5.1	2,980	3.9	24	3.9	THU.	
			1.00														3.9	THU.	
			1.15														3.9	THU.	
			1.30														3.8	THU.	
ABC BARETTA-WED.	1	12.55- 1.40AM	12.45	4,270	5.6	3,360	4.4	31	5.2	WED.		4,040	5.3	3,510	4.6	33	4.8	WED.	
	2	12.54- 1.47AM	12.45														4.7	WED.	
			1.00							4.8	WED.						4.6	WED.	
			1.15					4.5*	31*	4.2	WED.						4.6	WED.	
			1.30							3.9	WED.						4.5	WED.	
			1.45														4.2	WED.	
ABC BARETTA-THU.	1	1.12- 1.57AM	1.00	2,590	3.4	2,060	2.7	23	3.1	THU.									
			1.15							2.9	THU.								
			1.30							2.6	THU.								
			1.45					2.6*	24*	2.4	THU.								
ABC TUESDAY MOVIE-WEEK-PART 2	2	1.02- 1.16AM	1.00									3,820	5.0	3,740	4.9	31	4.9	TUE.	
			1.15														4.5	TUE.	
CBS NEWSBREAK-M-F	1	>	8.15	12,130	15.9	12,130	15.9	23	7.3	M-F									
	2	8.58- 8.59PM	8.45							18.0	MTUTHF								
CBS CBS NEWS SPECIAL RPT-FRI.(S)	1	11.30-12.00MD	11.30	11,520	15.1	9,920	13.0	31	13.7	FRI.		13,050	17.1	13,050	17.1	25	17.1	M-F	

CBS CBS NEWS SPECIAL RPT-MON.(S)	1	11.30-12.06AM	11.45	10,530	13.8	8,550	11.2	34	12.4	FRI.								
			11.30						11.9	MON.								
			11.45					11.4*	34*	11.0	MON.							
			12.00						10.2	MON.								
CBS CBS NEWS SPECIAL RPT-THU.(S)	1	11.30-12.00MD	11.30	7,710	10.1	6,640	8.7	26	9.0	THU.								
			11.45						8.4	THU.								
CBS CBS NEWS SPECIAL RPT-TUE.(S)	1	11.30-12.06AM	11.30	8,550	11.2	6,710	8.8	27	9.3	TUE.								
			11.45					8.9*	26*	8.5	TUE.							
			12.00						8.3	TUE.								
CBS CBS NEWS SPECIAL RPT-WED.(S)	1	11.30-12.00MD	11.30	7,320	9.6	6,260	8.2	24	8.5	WED.								
			11.45						8.0	WED.								
CBS LATE MOVIE I	2	>	-GRID									7,940	10.4	5,490	7.2	24		M-F
	1	>	-GRID	5,570	7.3	3,820	5.0	22		M-F							6.0	M-F
			12.30						4.3	M-F								
			1.00						3.9	M-F								
			1.15							M-F								
CBS LATE MOVIE II	1	>	-GRID	2,980	3.9	2,520	3.3	25	3.1	M-F								
			1.45					3.3*	27*	3.5	M & TU							
			2.00															
NBC NBC NEWS UPDATE-M-F	>		8.15	14,950	19.6	14,950	19.6	29	13.5	M-F		14,570	19.1	14,570	19.1	28	14.1	M-F
			8.45						21.1	M-F							17.8	TU-TH
			9.00							M-TH							27.7	MON.
NBC NBC NEWS SPECIAL REPORT(SUS)	2	11.30-11.53PM	11.30															WED.
NBC TONIGHT SHOW	2	>	-GRID									10,000	13.1	5,950	7.8	28		M-F
			1.00														4.6	WED.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D																		
NBC MIDNIGHT SPECIAL		1.00- 2.30AM	1.00 1.15 1.30 1.45 2.00 2.15	6,870	9.0	3,970	5.2	32	6.4	FRI.	5,340	7.0	2,900	3.8	21	4.8	FRI.	
							6.0*	29*	5.6	FRI.				4.6*	21*	4.4	FRI.	
									5.1	FRI.						4.0	FRI.	
							5.1*	32*	5.0	FRI.				3.7*	21*	3.5	FRI.	
									4.8	FRI.						3.1	FRI.	
							4.5*	35*	4.3	FRI.				3.0*	23*	2.9	FRI.	
NBC TOMORROW SHOW	1	1.00- 1.46AM	+GRID	3,050	4.0	2,370	3.1	22		M-TH	2,900	3.8	2,140	2.8	21		M-TH	
	2	>	+GRID						2.3	M-TH				2.3*	20*	2.0	M-TH	
			1.45 2.00													1.8	WED.	
DAY MONDAY-FRIDAY																		
ABC SPEC REPORT-1(SUS)	1	10.27-10.29AM	10.15							TUE.								
ABC SPEC REPORT-2(SUS)	1	12.30-12.34PM	12.30							TUE.								
ABC FYI-12.58-MON-FRI(SUS)		12.58-12.59PM	12.45							M-F							M-F	
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	7,250	9.5	6,940	9.1	28	9.1	M-F	7,250	9.5	6,940	9.1	29	9.1	M-F	
ABC FYI-2.58-MON-FRI(SUS)		2.58- 2.59PM	2.45							M-F							M-F	
ABC SPEC REPORT-3(SUS)	1	3.16- 3.27PM	3.15							FRI.								
ABC FYI-3.58-MON-FRI(SUS)		3.58- 3.59PM	3.45							M-F							M-F	
CBS SUNRISE SEMESTER(SUS)		6.30- 7.00AM	6.30							M-F							M-F	
CBS SUNRISE SEMESTER-MWF(SUS)		6.30- 7.00AM	6.30							M-F							M-F	
CBS MAGAZINE(S)	2	10.00-10.54AM	10.00 10.15 10.30 10.45								4,500	5.9	2,820	3.7	17	3.6	THU.	
														3.7*	17*	3.7	THU.	
																3.8	THU.	
															3.8*	18*	3.8	THU.
CBS CBS LATE MORNING NEWS		10.54-11.00AM	10.45	3,820	5.0	3,360	4.4	19	4.4	M-F	3,820	5.0	3,050	4.0	17	4.0	M-F	
CBS RAZZMATAZZ(S)	2	4.00- 4.30PM	4.00 4.15								5,490	7.2	4,120	5.4	15	5.3	TUE.	
																5.5	TUE.	
NBC NBC NEWS UPDATE-10.58AM(SUS)		10.58-10.59AM	10.45							M-F							M-F	
NBC NBC NEWS UPDATE-11.58AM(SUS)		11.58-11.59AM	11.45							M-F							M-F	
NBC NBC NEWS UPDATE-12.58PM(SUS)		12.58-12.59PM	12.45							M-F							M-F	
NBC SPECIAL TREAT(S)	2	4.00- 5.00PM	4.00 4.15 4.30 4.45								8,390	11.0	5,950	7.8	19	6.8	TUE.	
														7.1*	18*	7.5	TUE.	
																8.4	TUE.	
														8.4*	19*	8.4	TUE.	
DAY SATURDAY																		
ABC SCHOOLHOUSE ROCK-8.56AM		8.56- 8.59AM	8.45	4,350	5.7	4,040	5.3	26	5.3		4,650	6.1	4,270	5.6	28	5.6		
ABC SCHOOLHOUSE ROCK-10.26AM		10.26-10.29AM	10.15	4,960	6.5	4,580	6.0	21	6.0		4,350	5.7	3,970	5.2	19	5.2		
ABC SCHOOLHOUSE ROCK-11.26AM		11.26-11.29AM	11.15	5,950	7.8	5,650	7.4	26	7.4		6,030	7.9	5,570	7.3	26	7.3		
ABC DEAR ALEX & ANNIE-11.56AM		11.56-11.59AM	11.45	5,190	6.8	4,810	6.3	23	6.3		5,340	7.0	4,810	6.3	22	6.3		
ABC SPECIAL REPORT(SUS)	2	4.49- 4.53PM	4.45															
CBS SUNRISE SEMESTER-SAT(SUS)		6.30- 7.00AM	6.30															



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1						WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY SATURDAY-CONT'D																	
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	3,740	4.9	3,660	4.8	30	4.8		3,820	5.0	3,740	4.9	30	4.9	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	5,340	7.0	4,960	6.5	31	6.5		5,720	7.5	5,260	6.9	32	6.9	
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	7,020	9.2	6,710	8.8	35	8.8		7,320	9.6	7,100	9.3	36	9.3	
CBS IN THE NEWS- 9.59AM		9.59-10.02AM	9.45	8,320	10.9	8,090	10.6	40	10.7		9,540	12.5	9,230	12.1	44	12.1	
			10.00						10.6							12.0	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	7,250	9.5	6,870	9.0	32	9.0		8,240	10.8	7,780	10.2	36	10.2	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	8,160	10.7	7,400	9.7	33	9.7		7,320	9.6	6,560	8.6	30	8.6	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	7,250	9.5	6,560	8.6	30	8.6		6,330	8.3	5,950	7.8	27	7.8	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	4,350	5.7	4,270	5.6	20	5.6		6,030	7.9	5,650	7.4	26	7.4	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	5,880	7.7	5,720	7.5	25	7.5		6,940	9.1	6,790	8.9	29	8.9	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	5,950	7.8	5,650	7.4	24	7.4		6,560	8.6	6,100	8.0	25	8.0	
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	4,430	5.8	3,970	5.2	26	5.2		3,820	5.0	3,740	4.9	24	4.9	
NBC TIME OUT-9:45AM		9.45- 9.47AM	9.45	5,110	6.7	5,040	6.6	25	6.6		5,110	6.7	5,040	6.6	24	6.6	
NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	4,350	5.7	3,970	5.2	19	5.2		4,730	6.2	4,500	5.9	21	5.9	
NBC TIME OUT-10:58AM		10.58-11.00AM	10.45	4,960	6.5	4,730	6.2	22	6.2		4,650	6.1	4,430	5.8	20	5.8	
NBC ASK NBC NEWS-11:28AM		11.28-11.30AM	11.15	4,350	5.7	4,120	5.4	19	5.4		4,120	5.4	4,040	5.3	19	5.3	
NBC TIME OUT-11:58AM		11.58-12.00NN	11.45	4,350	5.7	4,120	5.4	19	5.4		4,580	6.0	4,500	5.9	21	5.9	
DAY SUNDAY																	
ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	3,510	4.6	3,280	4.3	17	4.3		3,890	5.1	3,890	5.1	19	5.1	
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	3,510	4.6	3,200	4.2	15	4.2		2,750	3.6	2,750	3.6	14	3.6	
CBS IN THE NEWS- 8.26AM-SUN.		8.26- 8.29AM	8.15	990	1.3	920	1.2	11	1.2		760	1.0	690	.9	8	.9	
CBS IN THE NEWS- 8.56AM-SUN.		8.56- 8.59AM	8.45	840	1.1	840	1.1	7	1.1		1,140	1.5	1,070	1.4	9	1.4	
CBS NBA ALLSTAR GAME(S)	1	1.00- 3.58PM	+GRID 3.45	15,410	20.2	7,550	9.9	27	10.4								
							10.8*	27*									
NBC NCAA BASKETBALL-NAT'L 2	1	2.00- 4.06PM	+GRID	7,940	10.4	3,280	4.3	11			8,930	11.7	4,040	5.3	14		
	2	2.30- 4.40PM	+GRID 4.00 4.30						6.1							7.2	



NIELSEN NATIONAL TV RATINGS REPORT  
 2ND JANUARY 1980 REPORT  
 JANUARY 14-27, 1980

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

Day Network Time (N.Y.T.) Program Sponsor  1/4 HR.					WEEK 2						
					TOTAL AUDIENCE Households (000) %		AVERAGE AUDIENCE Households (000) % %			AVE. AGE BY 1/4 HR. %	
(P.G. A-33)											
DAY SUNDAY											
NBC 12.30- 1.00PM MEET THE PRESS					12.30	5,650	7.4	4,270	5.6	19	5.4
					12.45						5.6

PROGRAM NAME					NO OF T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
										K E Y	AVG AUD %	SHARE %	AVG AUD (0,000)
WK \$	DAY	START TIME	DUR	NET	PROD TYPE #	WK 1	WK 2	WK 1	WK 2				
(PG. 45)													
WEEKEND DAYTIME													
MEET THE PRESS					1B	174	162	94	92	A	6.0	21	458
1 SUN.					12.00N	30	NBC	CC		B	4.0	17	305
2 SUN.					12.30P	30							

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